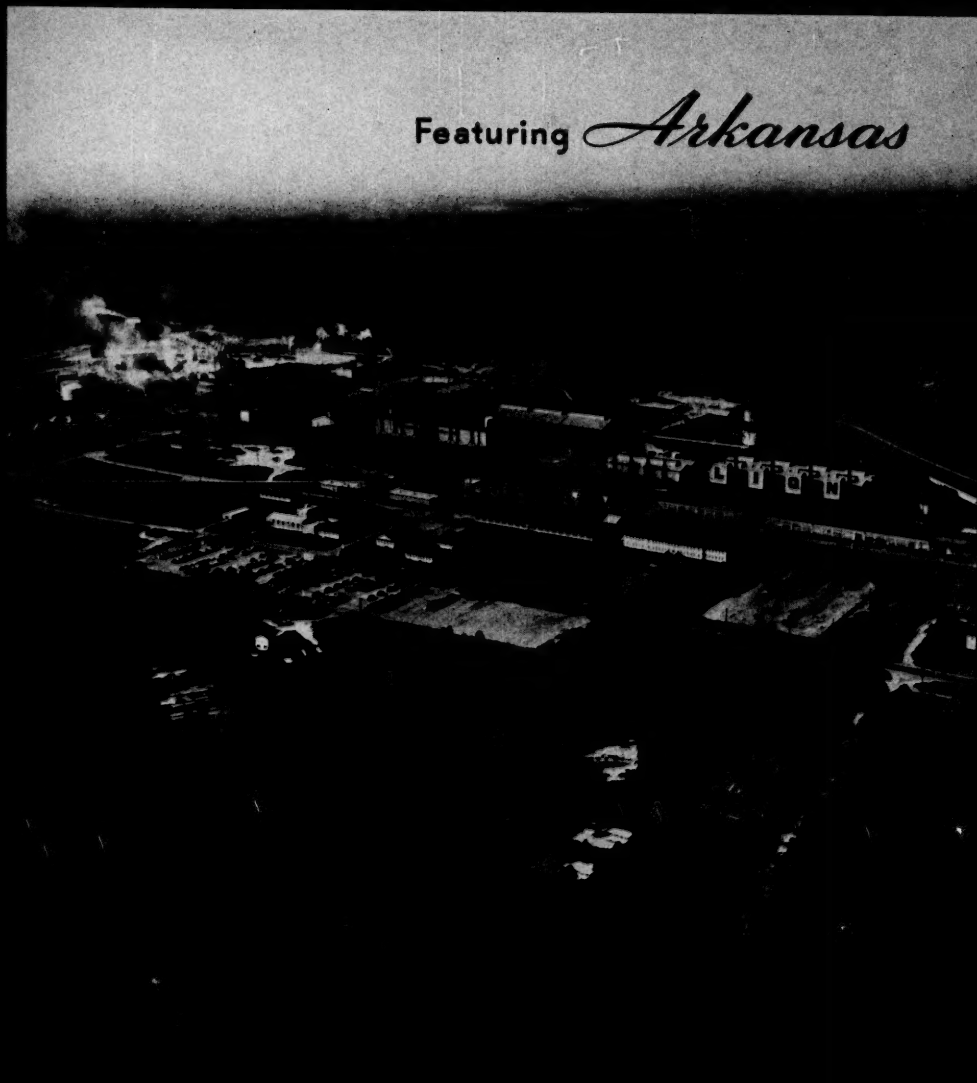


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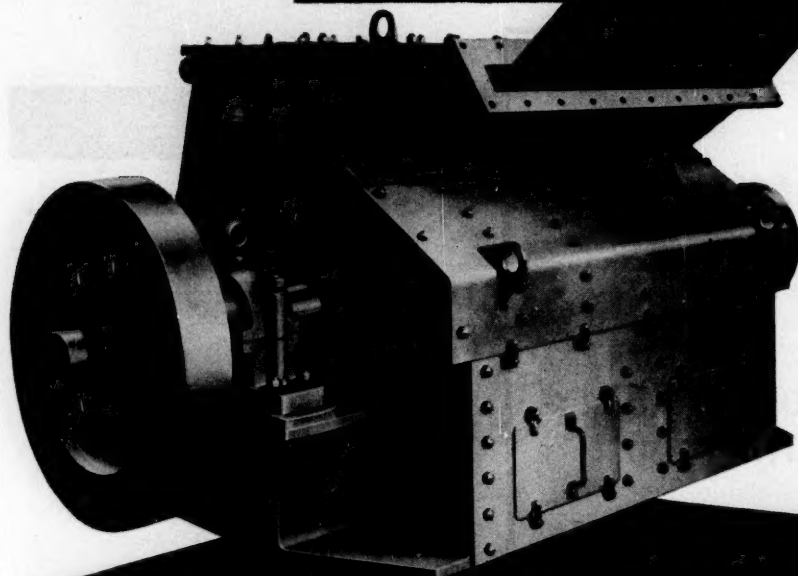


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Complete Line of  
Material Handling,  
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Mining Equipment

# MANUFACTURERS RECORD

ESTABLISHED 1882

Devoted to the Industrial Development of the South and Southwest



Volume 120

February 1951

Number 2

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FEBRUARY NINETEEN FIFTY-ONE

## Your SERVICE IN THE South

MEMPHIS — Columbus (Miss.)\* — Tuscaloosa\* — BIRMINGHAM — Gadsden\* — ATLANTA — Athens\* — Greenwood\* — Greenville — Spartanburg — CHARLOTTE

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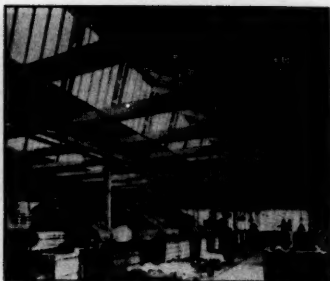
The Addition of These Cities Increases Southern Airways Service to Include 39 Landing Cities in Eight Southern States.



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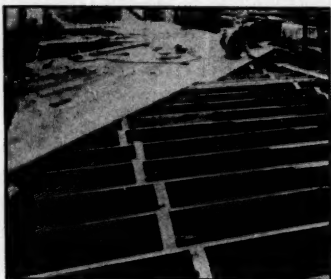


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Giving lumber resistance to the damage of rot and termites has helped solve many engineering and construction problems—has helped save countless hours of labor and thousands of dollars.



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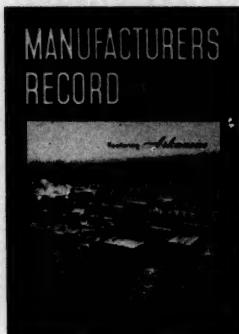
It lasts 3 to 5 times longer and is clean, odorless, non-leaching. Our engineers will be glad to discuss specific applications—or, write for the booklet "Service Records for Wolmanized Pressure-Treated Lumber" which gives the descriptions of applications in all types of industry.

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Wolmanized is a registered trademark of  
American Lumber & Treating Co.



**COVER ILLUSTRATION—** Aerial view of Lion Oil Co.'s chemical plant at El Dorado, Arkansas, which produces ammonia and other nitrogen products.

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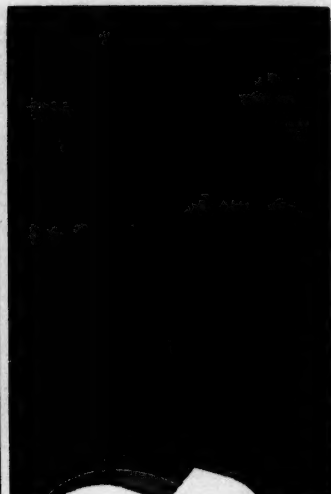
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Southern Business Manager  
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**Wm. Marriott, III**  
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The modern  
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Company include  
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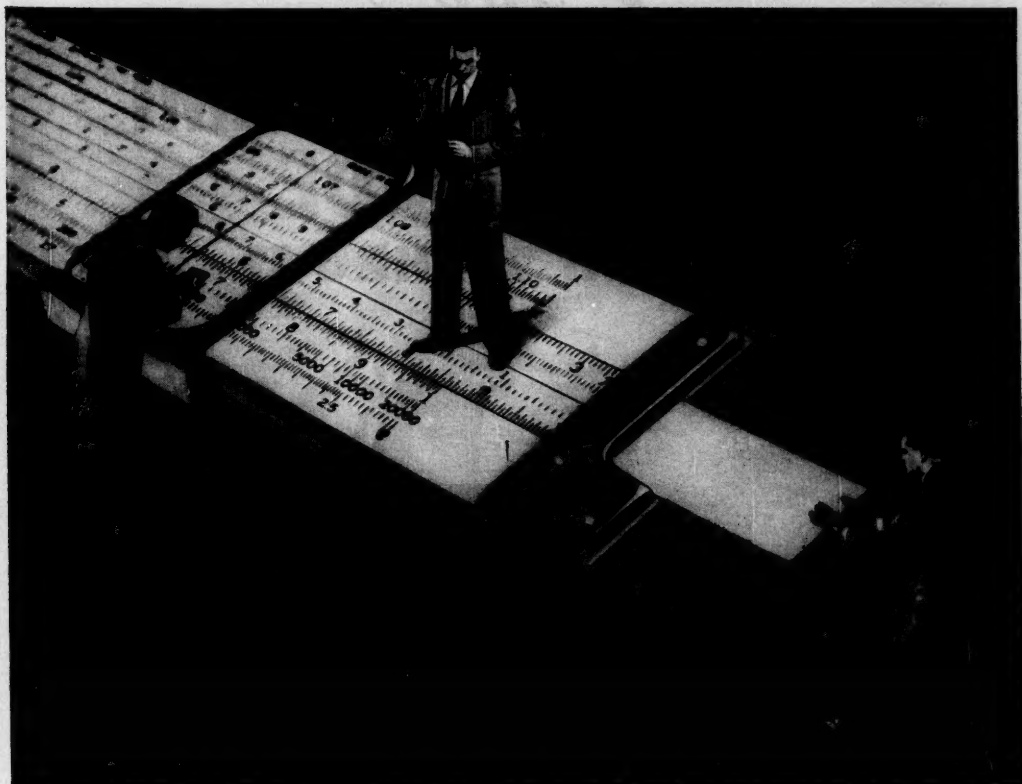


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General Offices: Frick Building, Pittsburgh, Pa.  
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UNITED STATES STEEL

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Most day to day problems your business faces can be solved within your own organization.

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ON PARADE  
MARCH 2 THRU 11**



2nd ANNUAL GREATER MIAMI  
**MANUFACTURERS'  
EXPOSITION**

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resources, modern transportation and 100-percent local cooperation! Don't miss this brilliant show attended by over 300,000 visitors last year -- planned to be bigger and better this year! And remember, a trip to Miami always includes a "bonus" of fun, sun and relaxation!

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*Baltimore's Battle Monument to her heroic dead in the War of 1812, as it looked 100 years ago.*

Baltimore, Maryland has cast iron water and gas mains in service that were installed more than a century ago. In addition, there are more than 28 other cast iron water or gas mains with known records of continuous service for more than 100 years in the older cities of the United States and Canada. Such service records prove that cast iron pipe not only resists corrosion effectively, but is endowed with all the strength factors that pipe laid under city streets must have to meet the stresses imposed by modern conditions of traffic and underground services.

**United States Pipe and Foundry Co.,**

**General Offices, Burlington, N. J.**

**Plants and Sales Offices Throughout the U. S. A.**

# U.S. PIPE

NUMBER TWO OF A SERIES



There is one feature common to all of the steps in producing and distributing anhydrous ammonia. It takes *pressure* to properly store and handle this amazing fertilizer that is helping farmers reap an extremely abundant harvest.

At the dealer's bulk station, anhydrous ammonia is often stored in cylindrical pressure tanks. For example, we built the 30,000-gal. tank shown above to ASME specifications for a working pressure of 250 lbs. per sq. in. It is located at the Ellendale, Tennessee, bulk plant of J. G. Appling & Son. The supply of ammonia stored in such bulk tanks is transferred to truck or trailer tanks for farm deliveries.

Back at the producing plant, large capacity units generally provide the most economical storage. A Hortonsphere usually costs less per gallon of storage than several horizontal tanks. Furthermore, it requires less ground space and needs only *one* set of pipe connections and fittings. The 15,000 bbl. (630,000 gal.) Hortonsphere shown at the right is used to store anhydrous ammonia at a chemical plant in Louisiana.

In addition to pressure storage tanks, we also fabricate and erect flat-bottom storage tanks, elevated water tanks, and steel plate process equipment. Whenever you need storage tanks or steel plate structures, let our nearest office furnish estimates and quotations.



Cylindrical pressure tanks are widely used for storing highly volatile liquids and gases like propane, hydrogen, oxygen, etc. The Hortonsphere is usually installed to store butane, the more volatile grades of natural gasoline, or volatile refinery charging stocks. It has also been used to store isoprene, isobutylene, sulfur dioxide and carbon monoxide.

Write our nearest office for more information about these pressure storage tanks.

## CHICAGO BRIDGE & IRON COMPANY

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Birmingham 1 ..... 1530 North Fifth St.  
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Chicago 4 ..... 2104 McCormick Bldg.  
Cleveland 15 ..... 2216 Colwell Bldg.

Detroit 26 ..... 1510 Lafayette Bldg.  
Houston ..... 402 Alvey Bldg.  
Houston 2 ..... 2114 National Standard Bldg.  
Los Angeles 17 ..... 1517 General Petroleum Bldg.  
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Seattle 1 ..... 1229 Henry Bldg.  
Tulsa 3 ..... 1611 Hunt Bldg.

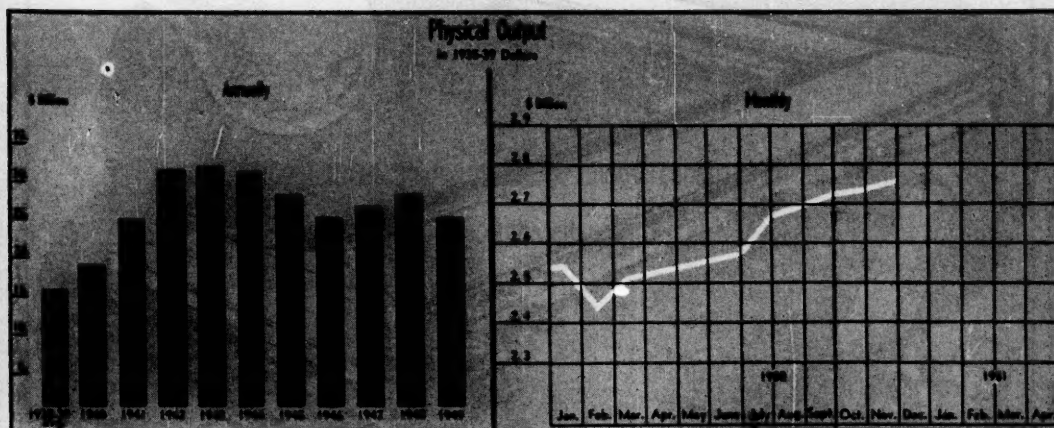
PLANTS IN BIRMINGHAM, CHICAGO, SALT LAKE CITY AND GREENVILLE, PENNSYLVANIA



# SOUTHERN BUSINESS OUTLOOK

16 Southern States

Farms, Mines, Construction, Factories



## Following the Trend

During the month of November, productive activity in the 16 Southern states moved up an additional one per cent in actual physical volume of output.

Price value of output moved up at a substantially higher rate, as prices all along the line surged upward.

Indications for December and January are that the level of physical production remained at least as high in those months as in November, with probability of even somewhat higher levels.

Reports from various parts of the South indicate that women and others outside the ordinary labor force are joining the labor pool, and still higher industrial turnout appears in the offing.

Despite increased production, inflationary pressures continue to be very strong as industrial plants expand and tool up for anticipated output of war material.

## Monthly Statistics

	Nov. 1950	Oct. 1950	Nov. 1949
<b>PRODUCTION, FINANCE, TRADE</b>			
Manufactures (\$ mil.)	\$ 4,079	\$ 3,837	\$ 3,225
Construction Put in Place (\$ mil.)	821	835	558
Farm Marketings (\$ mil.)	1,227	1,413	1,538
Mineral Output (\$ mil.)	516	520	453
Iron-Steel (000 tons)	2,323	2,451	2,178
Cotton Consumed (000 bales)	905	756	703
Electric Output (mil. kw.-hrs.)	10,213	10,215	8,393
Bank Debits (\$ mil.)	23,712	24,507	19,426
Retail Sales (\$ mil.)	3,297	3,328	3,188
Carloadings	1,207	1,184	1,058

Steel and iron data from reports of American Iron & Steel Institute; Carloadings, Association of American Railroads; Other data from U. S. federal agency statistics.

## Dollar Value of Receipts from Productive Enterprise (16 Southern States—Blue Book Concept) (\$ million)

State	Farming*		Mining		Construction		Manufacturing		Total Production		% ±
	1950	1949	1950	1949	1950	1949	1950	1949	1950	1949	
Ala.	\$ 421	\$ 418	\$ 130	\$ 109	\$ 333	\$ 195	\$ 2,167	\$ 1,876	\$ 3,051	\$ 2,598	+ 17
Ark.	531	569	97	74	176	127	759	661	1,563	1,431	+ 9
D. C.	—	—	—	—	233	180	236	208	459	388	+ 18
Fla.	421	373	59	47	584	394	962	974	2,026	1,788	+ 13
Ga.	564	525	28	25	444	293	2,827	2,361	3,863	3,264	+ 20
Ky.	524	547	397	352	290	196	3,044	1,630	3,235	2,725	+ 18
La.	349	331	564	532	562	412	2,150	2,067	3,565	3,342	+ 7
Md.	258	265	13	18	571	400	2,805	2,563	3,647	3,246	+ 12
Mias.	508	540	97	74	141	118	768	610	1,514	1,342	+ 12
Mo.	1,052	1,003	81	70	497	341	4,347	3,913	5,977	5,327	+ 12
N. C.	925	823	20	16	404	338	4,365	3,727	5,714	4,904	+ 16
Okla.	563	667	467	417	287	210	1,510	1,198	2,627	2,492	+ 5
S. C.	327	313	10	8	257	190	2,082	1,731	2,676	2,242	+ 19
Tenn.	494	510	61	46	602	327	2,811	2,579	3,769	3,462	+ 9
Tex.	2,033	2,008	2,311	2,080	1,729	1,295	6,586	5,438	12,659	10,900	+ 16
Va.	543	485	112	98	455	339	3,076	2,710	4,186	3,623	+ 15
W. Va.	165	163	731	670	199	141	1,510	1,343	2,605	2,322	+ 12
South	9,678	9,433	5,108	4,636	7,494	5,497	40,795	35,599	63,135	55,345	+ 13
All Others	19,104	18,546	4,530	4,506	15,481	11,406	153,604	137,597	192,788	172,355	+ 12
United States	28,782	28,479	9,707	9,142	22,975	16,893	194,450	173,186	255,923	227,700	+ 12

\* Includes home consumption.



## from LITTLE ROCK to the entire U. S.

**To Maine and California,  
to Florida and Washington  
—the Westinghouse Little Rock  
Lamp Plant sends  
lamps to homes, industry  
and commerce.**

The Little Rock Plant of the Westinghouse Lamp Division ships lamps throughout Arkansas and the entire United States. This plant is a factor in the nation's business, just as it is important in Arkansas' steady business growth.

Lamps made in Little Rock are used in public buildings, on farms, in homes. They find places in commerce and in industry. They are found on trains and ships. They burn in mills, mines, and factories. They give light in Little Rock, in Lewiston, and in Long Beach.

Westinghouse lamps have highest acceptability. They are made in 10,000 types and sizes, with 486 checks and tests from raw material to finished product. They are made in plants at Bloomfield, Belleville, and Trenton in New Jersey; at Bowling Green and Richmond in Kentucky; at Fairmont, West Virginia; and at Little Rock, Arkansas. A new Westinghouse plant is under construction at Paris, Texas.

**YOU CAN BE SURE...IF IT'S**

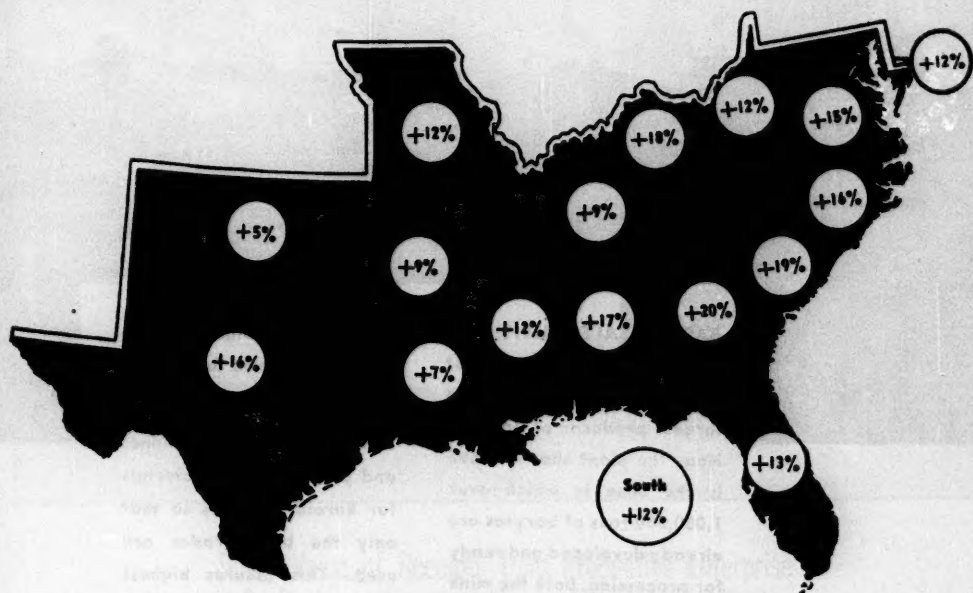
# Westinghouse

**WESTINGHOUSE LAMP DIVISION**

**• LITTLE ROCK, ARKANSAS**

## Productive Activity By States

(Dollar value of output of Southern farms, mines, construction and factories in 1st 11 mos. 1950 as compared with 1st 11 mos. 1949)



## Southern Economy Rides High

As anticipated in earlier outlines of Southern economic activity, all states in the South have now joined the array that presents outstanding gains for 1950 over 1949.

Heavy farm marketings from Arkansas and Mississippi gave these hitherto lagging states a substantial boost in the race for intensified production.

A congratulating feature is that of seeing the South move upward in dollar value of production at a rate that is at least on a par with that of the country as a whole.

The situation shows conclusively that the region is now cashing in on the surge of industrial expansion that has been in progress for the past decade.

A great segment of the current increase in activity is that represented by steel and metal working industries. While price values have leaped upward in practically all sectors of Southern economy, it is in those states that are well fortified with metal working facilities that the increase in physical output is occurring.

# *Magnet Cove, Arkansas*

## **WORLD'S LARGEST PRODUCER OF BARYTES**



**BAROID SALES DIVISION'S** mine and mill at Magnet Cove, Arkansas is the world's largest producer of barytes. Near the plant shown above is the mine in which over 1,000,000 tons of barytes are already developed and ready for processing. Both the mine and the mill are the largest and best equipped in the industry and include latest-type mining and processing

equipment designed especially for Baroid Sales Division.

Baroid selectively mines and processes the materials for Baroid Products so that only the best grades are used. This assures highest quality—one reason for the unsurpassed efficiency and economy of Baroid Products in actual use.

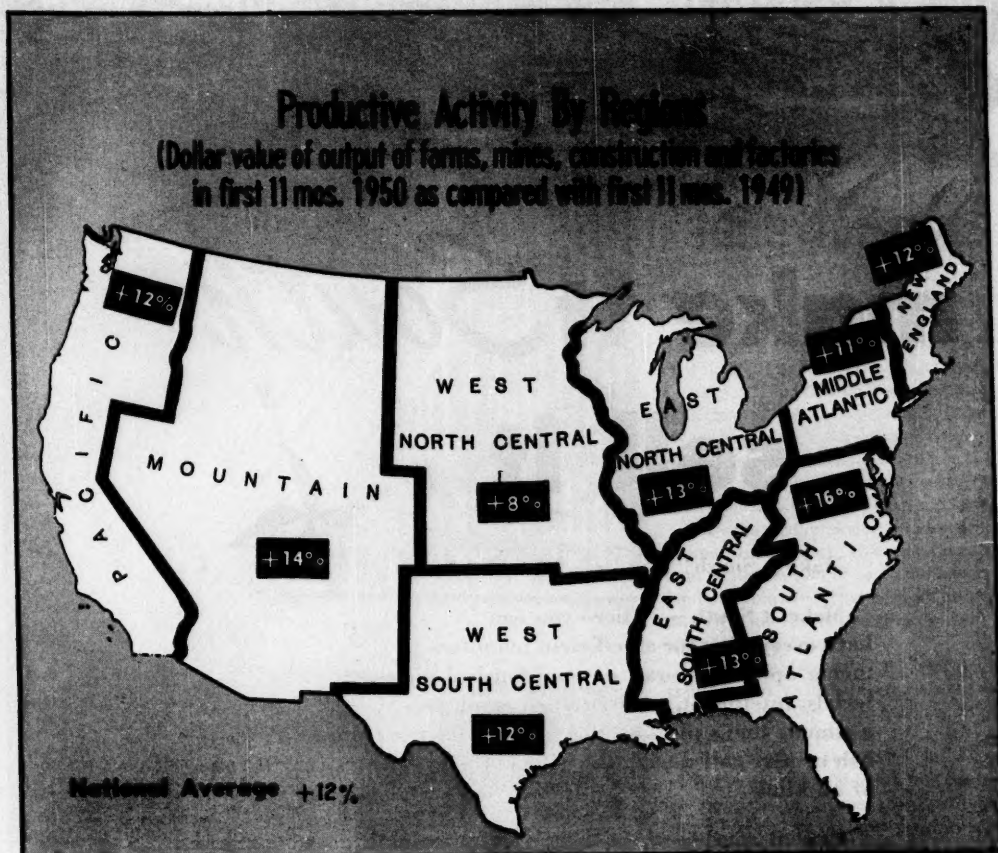
# **BAROID**

## **SALES DIVISION**

**NATIONAL LEAD COMPANY**  
**LOS ANGELES 12 • TULSA 3 • HOUSTON 2**



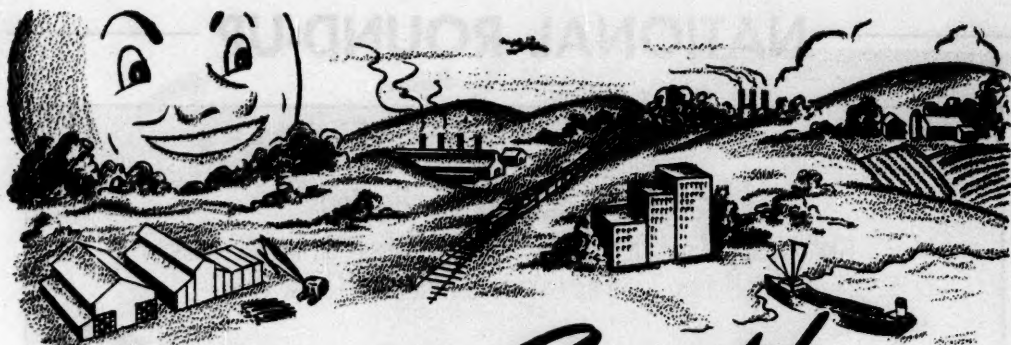
# NATIONAL ROUND-UP



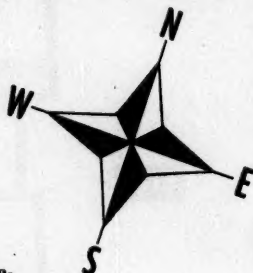
**Dollar Value of Receipts from Productive Enterprise**  
By Regions—Bureau of Census Concept (\$ million)

Region	Farming*		Mining		Construction First Eleven Months		Manufacturing		Total Production		% ±
	1950	1949	1950	1949	1950	1949	1950	1949	1950	1949	
New England . . .	\$ 705	\$ 759	\$ 40	\$ 38	\$ 1,256	\$ 983	\$ 14,499	\$ 12,952	\$ 14,498	\$ 14,732	+ 12
Middle Atlantic . . . . .	2,004	2,077	1,014	1,196	4,674	3,597	49,604	44,627	57,296	51,497	+ 11
East N. Central . . .	5,412	5,526	940	874	4,188	3,148	59,469	52,595	70,009	61,943	+ 13
West N. Central . . .	7,066	6,981	700	645	1,841	1,279	13,951	12,816	23,558	21,721	+ 8
South Atlantic . . . . .	3,297	3,058	972	883	3,217	2,319	18,274	15,974	25,760	21,234	+ 16
East S. Central . . .	1,947	2,014	675	581	1,156	836	7,799	6,695	11,563	10,106	+ 13
West S. Central . . .	3,475	3,063	3,440	3,102	2,993	2,044	10,304	9,365	20,412	18,174	+ 12
Mountain . . . . .	1,936	1,943	990	920	1,958	674	3,143	2,822	7,127	6,259	+ 14
Pacific . . . . .	2,942	2,758	936	923	2,892	2,013	16,925	15,340	23,695	21,034	+ 12
United States . . .	28,782	28,479	9,707	9,142	22,975	16,893	194,450	173,186	235,923	227,700	+ 12

\* Includes home consumption.



# make it *South* sell it



**Make it South!**

**Make it South — where you can have everything for an efficient manufacturing operation—raw or semi-finished materials, intelligent, easily trained employees, a climate that's pleasant the year 'round (you can fish or play golf during the winter!), adequate transportation of all kinds.**

**Make it South—where there's an increasingly growing market.**

**Make it South—make it in Alabama—and sell it South, North, East and West!**

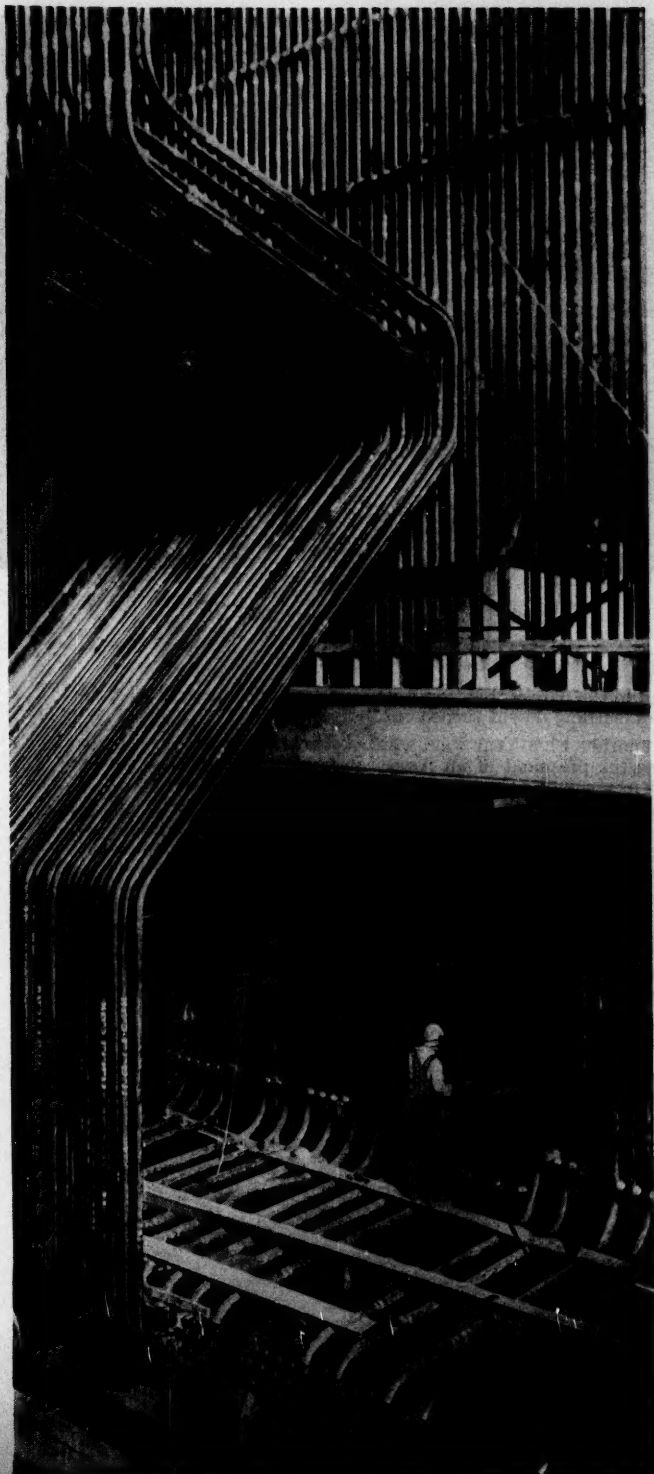
**Our Industrial Development engineers will gladly prepare for you economic studies relating to your type of business if you are considering establishing a manufacturing or distributing branch in the South. All correspondence confidential. Write—**

Industrial Development Division

## *Alabama Power Company*

Birmingham 2, Alabama

**MAKE it South—MAKE it in Alabama! SELL it South, North, East and West!**



## this "pipe organ" plays a **POWERFUL** tune for you!

This picture shows the "works" of a modern boiler attached to a huge power generator that turns out electricity from coal to the tune of 150,000 kilowatts—enough to operate 800,000 washing machines simultaneously!

In these 12 miles of pipe, rising 10 stories above the ground, water is turned into super-heated steam by burning coal. The steam runs turbine-driven generators which produce electricity for home, farm and factory.

More than half of America's electricity is generated from coal. This past year more than 90 million tons of coal went into making that electricity. That adds up to nearly one-fifth of the entire mine output of bituminous coal in 1950.

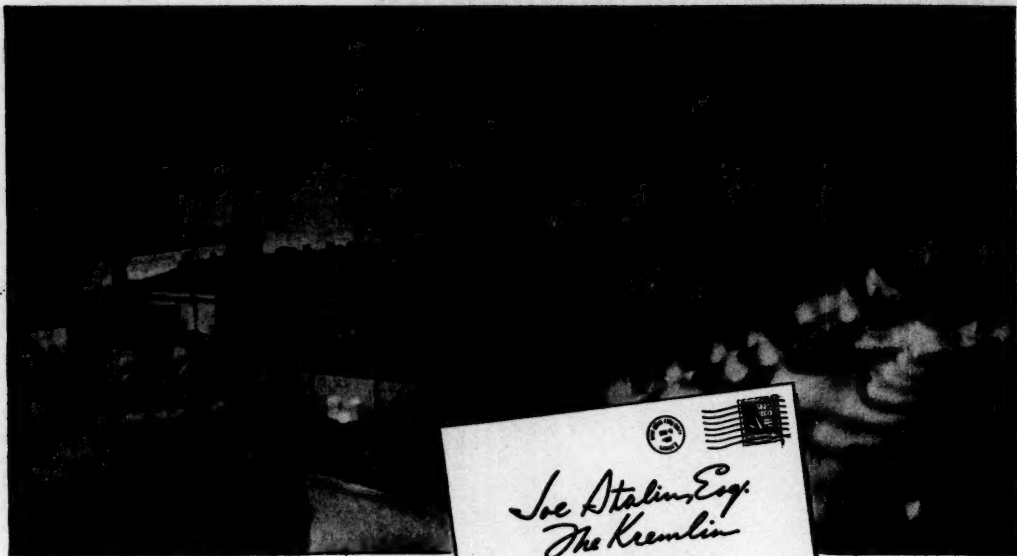
America is fortunate in having all the coal it *needs* to make all the electricity it *wants*. It is doubly fortunate in having an industry that can produce that coal in volume—efficiently and economically.

The American coal industry is made up of thousands of independent mine operators. In recent years, these progressive operators have invested hundreds of millions of dollars in new mine properties and mechanized equipment, in coal preparation plants and research—to bring all coal customers an increasingly *better* product for more *economical* utilization.

Today, no industry in America is better prepared than coal to meet the ever-increasing demands of both civilian and national defense production.

Granted a continuing supply of necessary equipment, transportation and trained man power, America's independently owned and operated coal mines will produce all the coal that's needed to continue to power the nation's progress, in peace or war.

**BITUMINOUS COAL**  
BITUMINOUS COAL INSTITUTE  
A DEPARTMENT OF NATIONAL COAL ASSOCIATION  
WASHINGTON, D. C.



*Dear Joe:*

Back in 1945 we read in the papers that you were starting your fourth Five-Year Plan. We have no way of learning how it turned out.

Let me tell you of another Five-Year Plan which began here in America in the same year. At that time the president of an American Corporation, Cities Service Company, said this in a message to its employees and stockholders:

"Planners tell us that when peace comes, the general welfare will demand a national income twice that of our best peacetime year. That means, roughly, that each business must double its prewar activity to provide full employment, to service the national debt, and thus keep the nation solvent. It means, to bring the matter closely home, that Cities Service, if it is to play its part on the national team, must produce and sell yearly double \$285,000,000 worth of commodities and services."

Everyone in Cities Service pitched in and the record shows that in 1950 the company not only reached its goal of \$570,000,000 in the sale of commodities and services but almost reached \$700,000,000. This was a whale of an accomplishment when it is considered that it was achieved in the face of your dour prediction that this country would have widespread unemployment and that capitalistic America would die. The record will be even harder for you to understand when I remind you that a customer over here is free to do business with anyone he pleases; he makes his purchases in a free competitive market.

Just in case you have another Five-Year Plan coming up, keep in mind that five-year planning in free America works fine in peacetime—and works even better when our industries are called upon to beat plowshares into swords.

*I am, as always,*

*Sam*





# NEW AND EXPANDING PLANTS

COMPILED FROM REPORTS PUBLISHED IN THE DAILY CONSTRUCTION BULLETIN

## ALABAMA

**ALABAMA CITY**—Dwight Mfg. Co., plans addition to mill.

**BIRMINGHAM**—W. B. Baker & Sons Dairy Co., bakery, 4461 Montevallo Rd.

**BIRMINGHAM**—Coe Estate, addition to building, 500 S. 20th St., to be leased to B. F. Goodrich Co., \$61,881.

**BIRMINGHAM**—Gulf Refining Corp., service station, Highland & 20th St.

**BIRMINGHAM**—Southern Bell Telephone & Telegraph Co., Atlanta, Ga., alterations and additions to dial offices No. 2 and 29.

**BIRMINGHAM**—Tennessee Coal, Iron & Railroad Co., plans expansion program, \$41,525,000.

**BIRMINGHAM**—Try-Me Bottling Co., 526 N. 9th St., addition to bottling plant, 5th Ave. & 31st St., \$200,000.

**BIRMINGHAM**—U. S. Air Force plans reopening Bechtel-McCone plant in near future for aircraft modification.

**BIRMINGHAM**—Westinghouse Electric Corp., plant buildings, Ave. C between 33rd & 34th Sts.

**DECATUR**—Chemstrand Corp., new multi-million dollar plant for manufacture of a new synthetic fiber.

**DOTHAN**—Collins Baking Co., bakery.

**GADSDEN**—Lily Pure Ice Cream, addition and remodeling of building.

**MOBILE**—Alabama Grain Elevator Co., grain elevator.

**MUSCLE SHOALS**—Tennessee Valley Authority, transportation garage and shed building.

**SELMA**—Lockwood Hardware Mfg. Co., Div. of Independent Lock Co., branch plant, \$1,000,000.

**SELMA**—Southern Bell Telephone & Telegraph Co., 1620 Hurt Bldg., Atlanta, Ga., telephone building.

## ARKANSAS

**BRINKLEY**—McCain Motors, one-story sales building.

**CONWAY**—Ward Body Works, Inc., plans building for manufacture of school bus bodies, \$150,000.

**JACKSONVILLE**—Arkansas Printing & Lithographing Co., Little Rock, has acquired building at Jacksonville Ordnance Plant site and is spending \$250,000 for establishing a plant to manufacture carbon paper forms.

**JACKSONVILLE**—Southern Sectional Buildings, Inc., subsidiary of Midland Lumber Co., Aurora, Ill., plans establishment of a plant for manufacture of prefab garages and farm buildings.

**MAGNOLIA**—Magnolia Industries, Inc., building to house garment manufacturing plant.

**NEWPORT**—Farmers Electric Co-op Corp., plans building, \$400,000.

## DISTRICT OF COLUMBIA

**WASHINGTON**—Garfield I. Kass filed application for permit for building to house stores and a parking garage, 13th & Pennsylvania Ave., N. W.

## FLORIDA

**BARTOW**—Armour Fertilizer Works, addition to phosphate plant, \$500,000.

**CORAL GABLES**—Huskamp Motors, 4585 Ponce de Leon Blvd., warehouse, \$25,000.

**FLORIDA**—St. Regis Paper Co., 230 Park Ave., New York, new paper mill in Jacksonville.

**DADE COUNTY**—W. C. Whiteaker, 3100 N. W. 27th Ave., Miami, storage building, 4135 N. W. 27th Ave., to be leased to Trucks, Inc., 1215 San Ignacio Ave., Coral Gables.

**MELROSE**—Santa Fe Telephone Co., REA loan of \$474,000 for constructing telephone system to provide modern service on an area-wide basis in the counties of Alachua, Bradford, Clay and Putnam.

**MIAMI**—Aeronautical Commercial Equipment Co., 3090 Douglas Rd., addition to warehouse, \$20,180.

**MIAMI BEACH**—Cobb Fruit & Preserving Co., 400 N. E. 79th St., Miami, office building, N. E. corner Washington Ave. & Lincoln Rd.

**MIAMI AND DADE COUNTY**—Atlantic Refining Co., 7290 N. W. 7th Ave., Miami, 3 service stations.

**MIAMI BEACH**—Radio Station, WKAT, 1759 Bay Road, addition to present radio station, \$76,974.

**MIAMI**—Ro-Ed Corp., 130 Biscayne Blvd., warehouse, 2550 N. W. 37th St., \$98,000.

## New and Expanding Plants

Reported in January—1951

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Reported in January—1950

185

**TALLAHASSEE**—Modern Coach Corp., Albany, Ga., bus center, \$87,898.

## GEORGIA

**ATLANTA**—Artcraft Furniture Co., Inc., factory in Chattahoochee Industrial area near Howell Mill Rd.

**ATLANTA**—Gates Rubber Co., Sales Division, Inc., 228 Hurt Bldg., warehouse, \$168,836.

**ATLANTA**—Standard Brands, margarine plant, 1630 Huber St., N. W., \$208,000.

**ATLANTA**—Stanley Home Products, Inc., warehouse type building.

**BARNESVILLE**—William Carter Co., Needham Heights, Mass., plans expansion program.

**CAIRO**—Cairo Production Co., Inc., an affiliate of Southern Clay Co., Paris, Tenn., plans doubling output of clay processing products.

**DALTON**—Marion S. Sims of Sims Textile Co., has acquired plant of Dalton Candlewick, Inc.

**DEKALB COUNTY**—Gates Rubber Co., Sales Div., Inc., 228 Hurt Bldg., Atlanta, warehouse.

**MARIETTA**—Lockheed Aircraft Corp., reactivation of Bell Bomber Plant.

**MONTEZUMA**—Vanta Corp., expansion of plant.

**ROME**—Anchor Rome Mills, plans expansion program.

**SAVANNAH**—American Cyanamid Co., has option on 1600 acres of land as a possible large plant location.

**WAYCROSS**—Atlantic Coast Line Railroad, Wilmington, N. C., Diesel facilities.

## KENTUCKY

**CORBIN**—Corbin Times Tribune, building to house newspaper and radio station WCTT.

**DAWSON SPRINGS**—Industrial Coal Co., tippie to replace one recently destroyed by fire, \$100,000.

**DAYTON**—Elgin Watch Co., Elgin, Ill., has acquired outstanding stock of Wadsworth Watch Case Co.

**RICHMOND**—Kentucky Ice Cream Co., plant, \$100,000.

**WILLIAMSBURG**—Davis Red Rock Bottling Co., plant, \$75,000.

## LOUISIANA

**BATON ROUGE**—Gaynor Construction Co., Dallas, Texas, warehouse and office building for Glazer Wholesale Drug Co., Inc., \$70,000.

**BATON ROUGE**—U. S. Rubber Co., Rockefeller Center, New York, N. Y., has acquired Buna-N synthetic rubber plant of Esso Standard Oil Co., plant will be operated by Naugatuck Chemical Division of the Company.

**BELLE CHASSE**—Oronite Chemical Co., one-story laboratory at Oak Point.

**JENA**—LaSalle Telephone Co., has REA loan to finance modernization and expansion of its plant.

**LAFAYETTE**—Evangeline Maid Bakery, warehouse, garage, and paint room, St. John St., \$200,000.

**LAFAYETTE**—LeBlanc Corp., foundation work and all concrete work, for two buildings, U. S. 90.

**MORGAN CITY**—Louisiana Quick Freezing & Cold Storage, Inc., will erect seafood and cold storage plant on part of City Wharf, \$250,000.

**NEW ORLEANS**—L. A. Frey & Sons, Inc., 2-story addition to existing factory, 901-07 Alvar St.

**NEW ORLEANS**—Plymouth Cordage Co., manufacturing plant.

**NEW ORLEANS**—William B. Rely & Co., Inc., 640 Magazine St., installation of 100-ton year-round air conditioning system in general offices.

**SHREVEPORT**—Carthage Corp., office building, \$47,436.

**WEEKS**—Bay Chemical Co., subsidiary of Morton Salt Co., multi-storied chemical plant; will be used to house facilities for producing a catalyst necessary to preparation of high octane gasoline.

(Continued on page 20)



New Branch Office Building

of the

GENERAL TIRE & RUBBER CO.

in the

TRINITY  
INDUSTRIAL  
DISTRICT

"Under the Skyline of Dallas"

For a site for your building, consult

INDUSTRIAL PROPERTIES CORP., 401 Republic Bk. Bldg., Dallas, Texas, Phone Riverside 6552

# NEW AND EXPANDING PLANTS

(Continued from page 19)

## MARYLAND

**MARYLAND** — Chesapeake & Potomac Telephone Co., plans expenditures of \$4,035,000 for improvement and expansion of telephone facilities throughout Maryland.

**ANNE ARUNDEL COUNTY** — Planning Commission approved the sale of 74.6 acres at Friendship International Airport to Westinghouse Electric Co., Baltimore, as site for a factory to produce radar equipment. Plan two-story building; plans expenditure of \$9,000,000 to \$10,000,000.

**BALTIMORE** — Baltimore Garage, Inc., parking garage, 10-14 S. Hanover St., \$100,000.

**BALTIMORE** — Belair Rd. Chevrolet Co., 6005 Belair Rd., addition to building, 6017 Belair Rd.

**BALTIMORE COUNTY** — Baltimore Culvert Pipe Co., warehouse, Knecht Ave. & Pennsylvania Railroad.

**BALTIMORE** — Esso Standard Oil Co., Boston & Dean Sts., will construct storage tanks, \$200,000.

**BALTIMORE** — Gerotor-May Corp., establishing branch plant on Russell St.

**BALTIMORE** — Hill-Chase Steel Co., of Maryland has acquired five acres of land on Erdman Ave. for erection of 40,000 sq. ft. steel warehouse.

**BALTIMORE** — W. E. Hooper & Sons, office building, Hooperwood Mills.

**BALTIMORE** — Hooper Wood Mills, office building.

**BALTIMORE** — Off-Street Parking Commission broke ground for four-level parking garage, 315 W. Baltimore St.

**BALTIMORE** — Phillips Machinery & Tractor Co., shop building.

**BALTIMORE** — Pennsylvania Railroad, yard office and trainmen's building.

**BALTIMORE** — Schluderberg & Kurlde Co., storage building, 3800 E. Baltimore St., \$25,000.

**HAMPSTEAD** — Black & Decker Mfg. Co., Towson, designing and building new structure to contain approximately 100,000 sq. ft.

**WABEY** — Prince George Electric Cooperative, garage and office building.

## MISSISSIPPI

**BAY SPRINGS** — Bay Springs Telephone Co., has REA loan of \$574,000 to finance improvement and expansion of its system to provide area-wide telephone service.

**CLARKSDALE** — City approved issuance of \$375,000 bond issue for factory to be leased to Strivear Inc., Minneapolis, Minn.

**CLARKSDALE** — City approved issuance of \$75,000 bond issue for farm insecticide plant for Gotcher Engineering & Mfg. Inc.

**CORINTH** — City let contract to Galyean Brothers, for factory to be leased to Weaver Pants Corp.

**FERNWOOD** — Indianapolis Wirebound Box Co., box factory building.

**GREENVILLE** — City Council plans voting on \$4,750,000 bond issue to finance construction of \$8,000,000 carpet plant for Alexander Smith Co.

**LAUREL** — Coca-Cola Bottling Co., coca-cola plant and service building on Ellisville Blvd.

**MAGNOLIA** — Cloverland Dairy Products Division of National Dairy Products Corp., new milk plant, \$175,000.

**WAYNESBORO** — Wayne County, J. W. Wells, Clark, factory building, \$131,242.

## MISSOURI

**LAKE CITY** — Remington Arms Co., a production start at its munitions plant, \$19,000,000.

**MAPLEWOOD** — Sporian Valve Co., 7525 Sussex Ave., additions to factory, \$31,777.

**ST. LOUIS** — Argon Heating Co., 6021 Scanlan Ave., sheet metal shop, 5231 Northrup, \$25,000.

**ST. LOUIS** — Combustion Engineering-Superheater, Inc., 5319 Shreve, additions to factory, \$75,000.

**ST. LOUIS** — L. C. Frick Service Co., Inc., 505 S. 3rd St., purchased site southwest corner 6th & Cerre Sts., truck terminal.

**ST. LOUIS** — Kimbel Lines, Inc., Cape Girardeau & 1100 S. 4th St., plans truck terminal, Lynch St. between 2nd and 3rd Sts.

**ST. LOUIS** — Ralston-Purina Co., 835 S. 8th St., warehouse addition.

**ST. LOUIS** — Roberts Chevrolet Co., 5875 Delmar Blvd., alterations to auto sales and service building.

**ST. LOUIS** — J. Edward Smith, Jr., 2101 Pacific, Dallas, will construct sales, office and service building, 3408 Lindell Blvd., to be leased to Burroughs Adding Machine Co., 710 N. 12th St., \$145,000.

**ST. LOUIS** — St. Louis Sticker Co., 6337 Alexander Drive, printing plant and office, 2200 Olive St., \$50,000.

**ST. LOUIS** — United Show Machinery Corp., 180 Federal St., warehouse addition, 3017 N. 13th St., \$40,000.

**ST. LOUIS** — Harry C. Vollmar, 5 Old Westbury Lane, office building, 2301 Hampton, \$42,000.

**ST. LOUIS** — Western Trucking Co., 7th & Mullinphy, truck terminal addition, 1516 N. 8th St.

**ST. LOUIS** — Yellow Transit Co., truck terminal and office on Spring & Chouteau Aves., \$650,000.

**ST. LOUIS** — Lily-Tulip Paper Cup Co., New York, N. Y., plans factory, \$4,000,000.

**SPRINGFIELD** — Missouri Farmers Assoc., plans cold storage plant, \$500,000.

**SPRINGFIELD** — Springfield Ice & Refrigeration Co., plans addition, \$150,000.

## NORTH CAROLINA

**BURLINGTON** — Frank Ix & Sons, New York City, N. Y., have acquired 13-acres on Belmont Rd., for erection of a \$1,000,000 weaving plant.

**CHARLOTTE** — Southern Bearings & Parts Co., Inc., new building Eighth & College Sts., \$300,000.

**GRANITE QUARRY** — Eastern Rowan Telephone Co., has REA loan of \$343,000 for rehabilitation of existing plant.

**GREENSBORO** — Cone Mills Corp., two-story plant to house its laboratory and sample and printing dept., \$300,000.

**GREENSBORO** — Southeastern Radio Supply Co., warehouse.

**NEWTON** — Newton Glove Mfg. Co., plans factory and warehouse, new office building.

**ROANOKE RAPIDS** — Albermarle Paper Co., expansion program, doubling its production of Southern Kraft paper, \$6,800,000.

**ROANOKE RAPIDS** — Halifax Paper Co., expansion program, \$5,800,000.

**TAYLORSVILLE** — Snyder Mills, addition to mill.

**WEST JEFFERSON** — Skyline Telephone Membership Corp., has REA loan of \$1,060,000 for constructing telephone system to provide modern area-wide service.

**WINSTON-SALEM** — Fogle Furniture Co., office building.

## OKLAHOMA

**CHICKASHA** — Standard Cable Corp., has loan of \$775,000 from Reconstruction Finance Corp., for use as working capital and for acquiring additional machinery and equipment.

**MCALISTER** — Seampufe, Inc., additions to manufacturing plant.

**TULSA** — Oklahoma Castings Co., Inc., plans warehouse, \$50,000.

## SOUTH CAROLINA

**AIKEN** — Senate Appropriations Committee approved an additional \$350,000,000 request for construction of atomic materials plant in Barnwell and Aiken Counties.

**ANDERSON** — Owens-Corning Fiberglass Corp., 16 E. 58th St., New York, N. Y., Fiberglass yarn manufacturing plant on a 124-acre plot, located off the Iva Highway, four miles south of Anderson.

**BELTON** — Fairview Knitting Mills, Div. of Julius Kayser Co., hosiery plant.

**CHARLESTON** — Perry-Mann Electric Co., office and warehouse.

**COLUMBIA** — Hancock Buick Co., sales and service building.

**ENOKEE** — Riverdale Mill, expansion program is underway; will convert mill from its present coarse cloth goods production to lighter goods.

**FORT MILL** — Springs Cotton Mills, plans addition.

**GREENVILLE** — Sjostrom Machine Co., Mass., plans establishment of a branch plant, for manufacture of textile machinery.

**HAMPTON** — Westinghouse Electric Corp., leased building from Plywoods-Plastic Corp.

**HANAHAN** — United Piece & Dye Works, plant, \$1,000,000.

**KERSHAW** — Springs Cotton Mills, plans enlarging plant.

**KINGSTREE** — Winslow Chevrolet Co., show room and parts dept.

**MCCORMICK** — McCormick Mill, plans addition to present plant, \$500,000.

**RIDGELAND** — Holiday Wear, Inc., Division of Gottfried Oppenheimer, Inc., of New York City, leased 24,000 sq. ft. factory for production of infants' and children's swimsuits, housecoats and some knitwear items.

**WILLISTON** — Williston Telephone Co., has REA loan of \$92,000 to modernize and expand its facilities.

## TENNESSEE

**ATHENS** — Athens Plow Co., office building.

**CHATTANOOGA** — Combustion Engineering Superheater Co., office building.

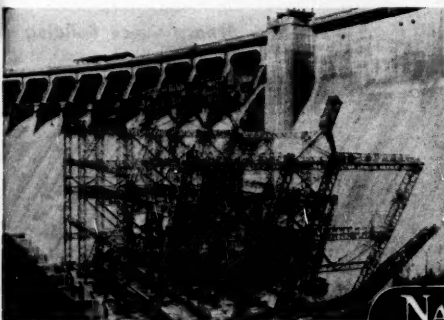
**CHATTANOOGA** — Dixie Mercantile Co., office building, Ridgedale plant.

**FAVETTEVILLE** — General Shoe Corp., processing terminal, \$500,000.

**JACKSON** — Jackson Electric Corp., warehouse, garage, and shop building.

**KNOXVILLE** — Southern Bell Telephone & Telegraph Co., Atlanta, Ga., dial office building No. 7.

(Continued on page 132)

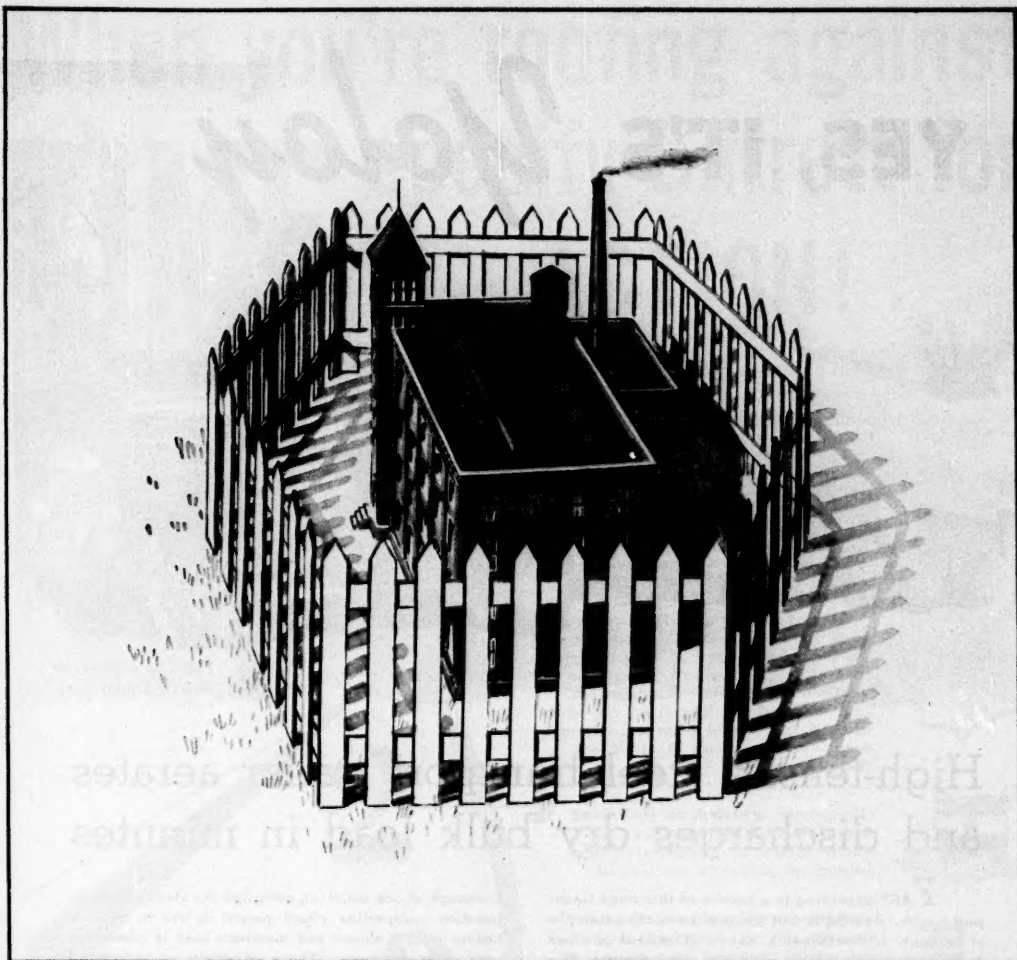


THE Nashville Bridge Company will gladly quote on structural steel requirements anywhere in the South and Southwest. Our skill in the fabrication and erection of intricate steel structures is well-known. We are particularly qualified to supply the Power Distributing Industries with transmission towers and switchyard structures—hot-dip galvanized after fabrication. Fabrication and erection of both steel and machinery for movable type bridges is a specialty. Look to Nashville for simple steel requirements as well as intricate structural jobs.

Plants and offices in Nashville, Tennessee and Bessemer, Alabama. We also own and operate the Bessemer Galvanizing Works—largest galvanizing plant in the South.



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**I**F your factory is "fenced in" by handicaps and lack of industrial opportunities... why not take a look at the South.

Along the Southern Railway System you will see industries...new and old...thriving and expanding. Because here they have grow-

ing room...and reasons to grow. Because here in the Southland the horizon is unlimited for far-sighted industrialists who...

*"Look Ahead—Look South!"*

*Ernest E. Horn*  
President



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*The Southern Serves the South*

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Photo by courtesy of  
Grain Trailer Corp.

## High-tensile steel transport trailer aerates and discharges dry bulk load in minutes

**F**AST unloading is a feature of this huge transport trailer. By simple but unique use of the principle of aeration, it discharges a cargo of cement or other dry, powdered, bulk material in just a few minutes. The trailer body is tilted as you see it here, low-pressure air is pumped through the load from below, and the "liquefied" dry cement flows out like water.

By using Yoloy high-strength steel for the frameless body, the manufacturer reduced dead weight over 20%, thereby making possible a much greater payload, as well as simplifying unloading and manipulation of the vehicle on and off the road.

Yoloy is Youngstown's low-alloy nickel-copper steel.

It is tough, shock-resistant, corrosion-resistant and wear-resistant—properties which permit its use in thinner, lighter weight sheets and members than is customary with ordinary steels. These important advantages of Yoloy are leading to its ever widening use where it is important to reduce weight, corrosion, wear and cost without sacrificing strength or utility.

Yoloy is now available in sheets, plates, strip, bars, shapes, cold drawn bars and tubular products, including both seamless and continuous weld pipe in a number of wanted sizes. Call the nearest Youngstown District Sales Office or write us direct for full information on "Youngstown" Yoloy high tensile steel.

# Youngstown

## YOLOY STEEL



**THE YOUNGSTOWN SHEET AND TUBE COMPANY**

Manufacturers of Carbon, Alloy and Yoloy Steel

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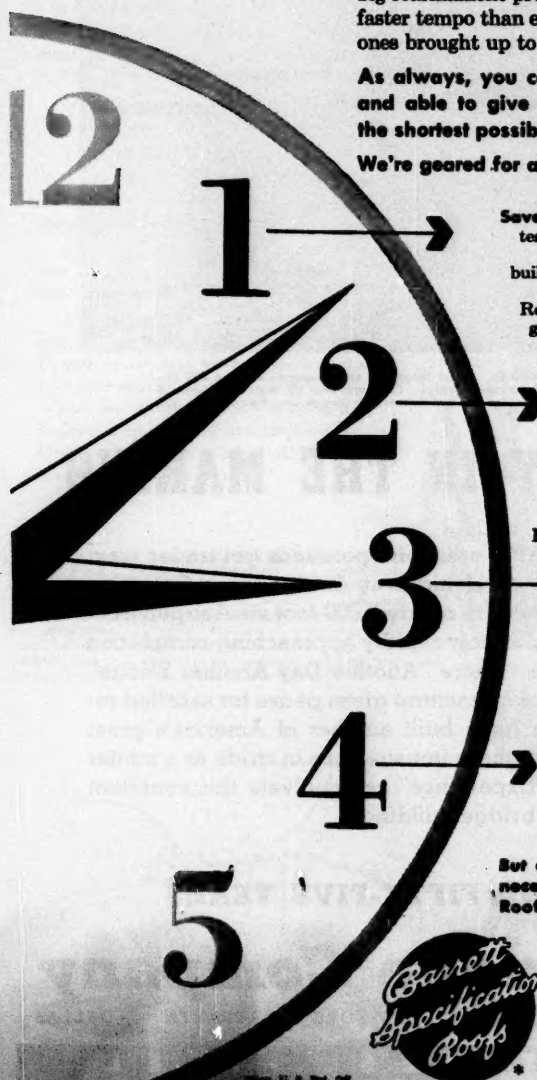


# When you're roofing against **TIME** specify Barrett for **ACTION!**

The day of the "rush job" is back with us again. As a result of America's big rearmament program, you'll be expected to accomplish results at a faster tempo than ever before. New plants will have to be built and old ones brought up to standard . . . *in a hurry*.

As always, you can count on Barrett to help you. Barrett is ready and able to give you the world's longest-lasting built-up roof in the shortest possible time.

We're geared for action four ways:



**Save time on specifications.** We have time-tested, scientifically calculated application specifications on hand for almost every built-up roofing problem. These are so foolproof that Barrett\* Specification\* Roofs can be *bonded* for 20 years, and generally last much longer. Approved by the National Board of Fire Underwriters—Class A.



**Save time on delivery.** Strategically located supply points enable us to rush materials to your contractor, and to your job when they are needed.



**Save time with uniform materials.** Barrett\* coal-tar pitch and felt are made in our own factories, where their uniformity is rigidly controlled—an advantage in application as well as in final results. Only highest grade materials reach your job when you specify a Barrett Specification\* Roof.



**Save time on the job.** Good men make for fast jobs. Barrett Approved Roofers have many years of practical experience, plus well-trained manpower, plus Barrett engineering help, to assure you the finest possible roofing job in the shortest possible time.



But don't wait until you're up against it before ordering necessary roof improvements. Call in a Barrett Approved Roofer today, or write us.

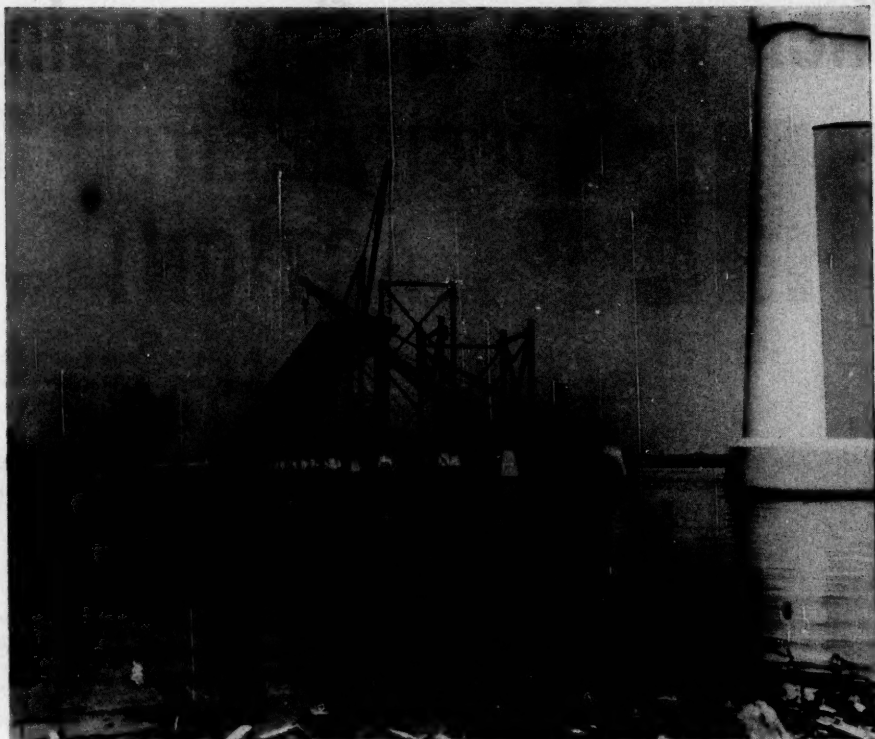


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ALLIED CHEMICAL & DYE CORPORATION  
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East approach, Calcasieu River Bridge, Lake Charles, La. Total length of steel superstructure 6,895 ft., weight 8,500 tons. Steel fabrication and erection by Virginia Bridge. Concrete floor by Walter L. Cose & Co., Detroit, Mich. Sub-structure by Massman Construction Co. and Kansas City Bridge Co., Kansas City, Mo.

## A STEEL SKYWAY IN THE MAKING

This progress picture, taken shortly after erection operations got under way, shows the East Approach of the new steel highway bridge over Calcasieu River at Lake Charles, Louisiana. Today the nearly 7,000-foot steel superstructure, including spans of various types, is now rapidly approaching completion for early use. Even at Virginia Bridge, where "Another Day Another Bridge" is a common expression, this spectacular structure gives pause for satisfied reflection as our workmen realize they have built another of America's great bridges. Masters of their craft they take these unusual jobs in stride as a matter of routine, but in fact only unlimited "Experience" can cultivate this confident know-how so essential to large scale bridge building.

**BRIDGE BUILDERS FOR FIFTY-FIVE YEARS**



**Virginia Bridge Company**

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The Norfolk and Western's Industrial and Agricultural Department has a half-century of experience in helping manufacturers to find ideal plant sites in this great and growing region.

N. & W. plant location specialists understand the problems of plant location as related to manufacture and distribution.

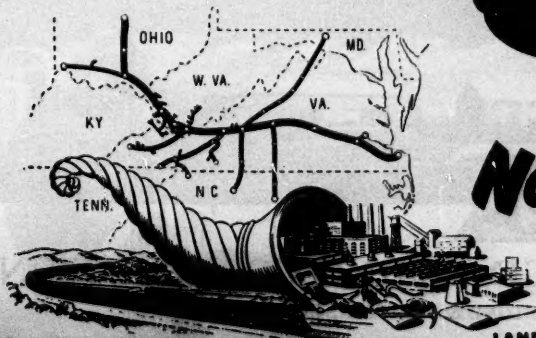
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When they receive your inquiry, they will go to work immediately and give you specific answers to your specific problems.

*They work quietly, quickly and dependably.* And you can bank upon their complete respect for your confidence.

*Shop before you buy.* But before the first bite—investigate the Land of Plenty. It may be the best business decision you have ever made . . . you have everything to gain and nothing to lose. Address the Industrial and Agricultural Department, Drawer R-320, Norfolk and Western Railway, Roanoke, Va.

Depend upon these industrial advantages in *The Land of Plenty*: Varied raw materials . . . dependable manpower . . . N. & W. Precision Transportation . . . plenty of power and industrial water . . . nearness to the world's finest Bituminous Coal . . . reasonable tax structures . . . good climate . . . sensible real estate values . . . room to grow . . . clean, progressive communities . . . nearness to domestic markets and, through the Port of Norfolk, nearness to world markets.



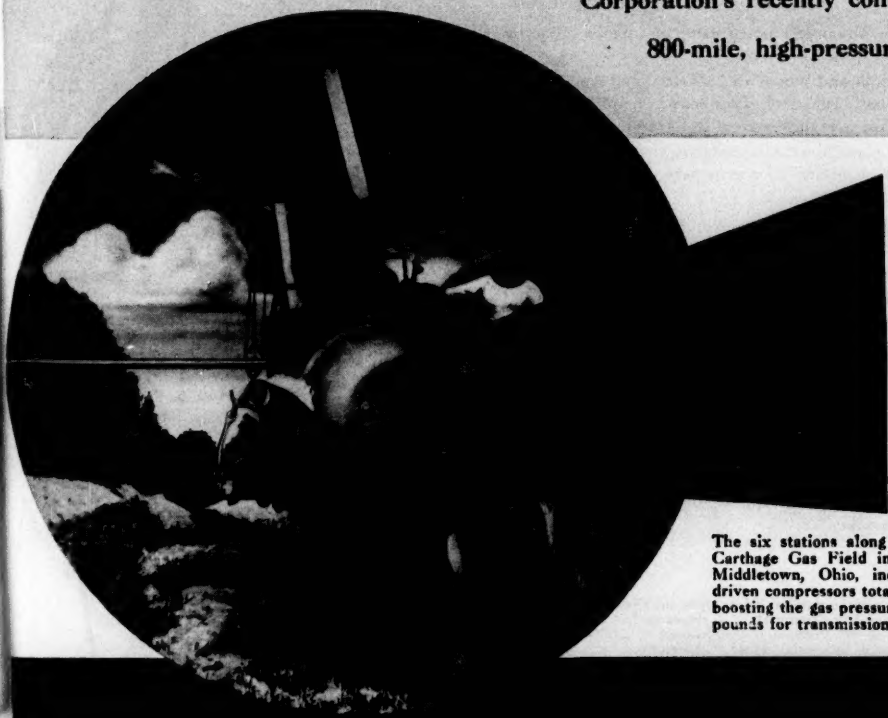
## Norfolk and Western RAILWAY

\*The Land of Plenty—the six great states served by the Norfolk and Western—Virginia, West Virginia, Ohio, North Carolina, Maryland and Kentucky.

LAND OF PLENTY

# From East Texas to South Ohio

A current example of Stone & Webster Engineering Corporation's broad experience in design and construction for the natural gas industry is the six compressor stations on Texas Gas Transmission Corporation's recently completed 800-mile, high-pressure line.



The six stations along the line between Carthage Gas Field in East Texas and Middletown, Ohio, include gas engine driven compressors totalling 42,500 hp for boosting the gas pressure from 575 to 800 pounds for transmission.



## STONE & WEBSTER ENGINEERING CORPORATION

A SUBSIDIARY OF STONE & WEBSTER, INC.





# This man knows what his wire rope costs him

He's quit guessing. Now he knows what his wire rope *actually* costs. He learned long ago that purchase price alone doesn't tell him a thing. So he devised a simple system of records—records that show the amount of work his ropes do, and their cost per unit of work.

This is something that Bethlehem has always recommended. To get a true picture of rope costs—an accurate picture—you should have figures showing the cost per ton-mile, yard of rock moved, or other unit that best applies to your business.

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**BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.**

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Export Distributor: Bethlehem Steel Export Corporation

#### NEW \$15 MILLION HAMILTON MOSES PLANT

This new steam-electric station with a capacity of 140,000 kilowatts is the newest of a series of large power plants being built in Arkansas. In addition to the tremendous generating capacity located within the state, Arkansas' large power network is interconnected with generating capacity totaling 20,500,000 kilowatts.

# *The Nation's Brightest*





# *Industrial Spot!*

ARKANSAS entered 1951 more able than ever to invite new industry... with a greater-than-ever assurance that our state HAS the things industry looks for.

ARKANSAS has the electric power that industry needs... instantly-available low-cost power. Cheap natural gas and coal are in abundance, too.

ARKANSAS has the location for industry... in what has been heralded as the SAFEST section of the United States. Transportation systems fan out in all directions... railroads, truck lines, airlines, bus routes, waterways.

ARKANSAS has a huge supply of fair-minded native labor... has the space for workers to enjoy their homes, in clean, progressive communities, in mild year-'round climate.

ARKANSAS welcomes industry, and complete facts, surveys and other information can be had immediately by addressing our company.

WRITE TO INDUSTRIAL DEPARTMENT OF

*Arkansas* **POWER & LIGHT** *Company*

HELPING BUILD ARKANSAS

•

LITTLE ROCK, ARKANSAS

FEBRUARY NINETEEN FIFTY-ONE

*New Southern Division For . . .*

# BORDEN



**Announces New \$250,000 Plant\* to Give You  
Better, Faster, Less Expensive Floor Gratings**

ALL-WELD • PRESSURE LOCKED • RIVETED

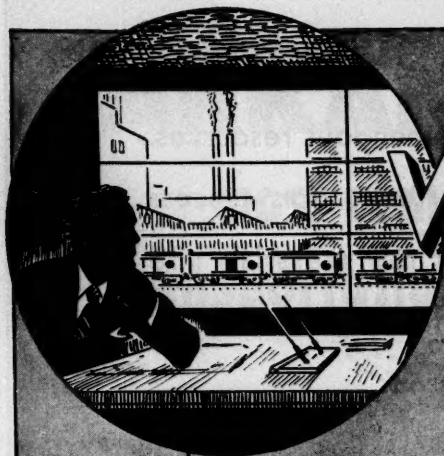
**BORDEN METAL PRODUCTS CO.**

SOUTHERN DIVISION — LEEDS, ALA.  
MAIN PLANT — UNION, N. J.

SEND FOR CATALOG

845 Green Lane, Elizabeth, N. J.





# The WONDER STATE



Not the least of the wonders of the "Wonder State" are cheap dependable fuel and favorable labor conditions. Full particulars on the advantages the "Wonder State" offers will be gladly furnished.

**H. H. SPRAGINS, Industrial Commissioner**

**St. Louis Southwestern Railway Lines, St. Louis 2, Missouri**

Arkansas is a state of tremendous resources. It offers unsurpassed opportunity for success whether you plan to convert raw materials into finished products, engage in farming or ranching, or develop our dormant minerals.

We, as Managing General Agents, handling all forms of Property and Liability Insurance, join with other business and civic leaders of this great state in extending an invitation to you to come here and share in our prosperity.

Members of this group offer you Home Office Service with the security of protection in the largest and safest insurance companies in America.

Anderson & Newell  
W. M. Apple & Company  
Ralph H. Baker & Company  
Bird, Lange & Maris  
E. B. & F. R. Bloom

Coates & Coates  
John R. Hampton & Co.  
L. B. Leigh & Company  
L. V. Martin & Company  
Miller & Company

E. E. Raines Company  
Shepherd & Company  
W. R. Smith & Company  
Mannie Stevens  
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**MEMBERS OF THE ARKANSAS ASSOCIATION OF  
MANAGING GENERAL AGENTS**

# ARKANSAS'

most complete  
transportation system

**MISSOURI  
PACIFIC  
LINES**



# WASHINGTON REPORT

**DOLLAR sign—how much is it going to cost?** is looming bigger and bigger in Congressional eyes, as they hear from voters who are alarmed at the administration's apparent intent to have another round of spend and spend, tax and tax, elect and elect.

Senator Harry Flood Byrd (D.-Va.), after one hasty look at the proposed Truman budget, said it was at least \$7 billion too big, maybe more. Most Republicans yelled loudly that it was padded from beginning to end. All of this makes good reading to those who believe in federal economy.

Unfortunately, history does not hold out much in the way of hope to voters who want economy in government. 81st Congress had some loud opponents in 1949 to proposed Truman spending. But that Congress spent **more** than Truman requested initially in either 1949 or 1950.

This is the season when Congressmen are economy-minded. In a few months, when they start voting for this, that or the other, they will explain limply that they had to "go along." Truman budget won't actually be cut: If anything, when the year is over, Congress will have appropriated more than Truman has asked. There's only one qualification to this prediction. If the American people get angry enough, they can stop the useless spending. But they never have gotten **that** angry yet.

"Great debate," while getting plenty of headlines, is petering out by now into individual dog-fights about methods of containing Soviet Russia.

Unfortunately for ex-President Herbert Hoover and Senator Robert A. Taft (R.-O.), and their supporters, they chose a purely military basis for their arguments about defending this nation. But **all** the military leaders—

Dwight Eisenhower, George Marshall and Omar Bradley, not to mention Douglas MacArthur—apparently disagree with Hoover, Taft et al. If Taft had chosen an ideological argument—war or peace, for instance—he perhaps would have made more headway.

As it is, the "great debate" was lost to Hoover and Taft before they started. For every colonel or lieutenant Taft could quote to support his viewpoint on military strategy, the Fair Dealers could bring up a four-star general with immense prestige.

The one hope that Taft has was blasted before he ever dreamed it up—that General Eisenhower might come home from Europe and report that he could not get co-operation. Obviously, from Eisenhower's triumphal European tour, at least from the publicity standpoint, he is going to report that we should go into Europe and hold the line as much as possible.

\* \* \*

**Here are two sidelights of Washington action that may give a tired businessman a smile.**

The Economic Cooperation Administration publicity corps, in the same week that the U. S. Bureau of Labor Statistics reported the cost of living at a record high in this country, put out a release which began with this paragraph:

"Washington—The ECA has approved Norway's use of about \$130 million in Marshall Plan counterpart funds to **reduce inflationary pressures** in that country ..."

The other press release was put out by the Department of the Interior a week after Price Controller Michael DiSalle called on all American businessmen to hold their prices at the December 1, 1950, levels. It began as follows:

"Secretary of the Interior Oscar L. Chapman announced today that effective May 1, 1951, grazing fees for

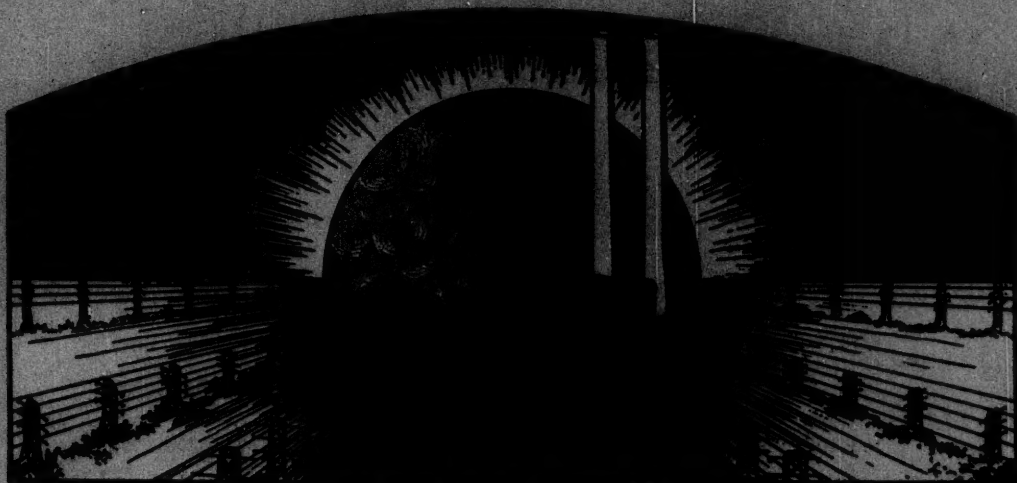
## 60 Years Ago

### Manufacturers Record Reported

February 21, 1891—Manufacturers Record recently tried to get the statistics of building operations during 1890 from several hundred Southern cities and towns, but owing to the fact that in very few of them is there any record from which such statistics can be compiled, we have only been able to get reliable figures from twenty-four. In some cases, the failure to secure the information desired was due to the unwillingness of the mayors to take the trouble to answer letters of enquiry. The reports received show that the cost of the buildings erected in these 24 places last year aggregated a little over \$20,000,000. These cities and towns probably fairly represent the general condition of the South.

The 24 places mentioned have a total population of about 750,000, to 800,000. The fact that they spent upwards of \$20,000,000 during 1890 in building operations gives some indication of the vast amount of building that was done in the South. Based on these figures, it is a reasonable supposition that the South invested over \$100,000,000 in buildings last year.





## KEEPING PACE WITH AN EXPANDING REGION

Blessed with the advantages of plenty of natural gas for low cost fuel, an abundant supply of water and excellent plant sites, **SOUTHWESTERN GAS AND ELECTRIC COMPANY**, Shreveport, Louisiana, has engaged in a record building program since the close of World War II.

In the five-year period from 1945 to 1950, two ultra-modern steam-electric generating plants with a capacity of 120,000 kilowatts have been built. Another 35,000 kilowatt unit is on order for delivery in 1953.

Southwestern supplies electric service to 150 communities in the tri-state area of Northwest Louisiana, Northeast Texas and Western Arkansas. The territory includes 25,000 square miles and has a population of approximately 400,000.

Because of the advantages of abundant natural resources, mild climate and adequate labor, this section has attracted many industries in recent years. An example is the multi-million dollar plant being built by the Texas Eastman Company in Harrison County, Texas, heart of the area served by Southwestern. Included also in the company service area is the rich East Texas oil field.

Southwestern has been keeping pace with the rapidly expanding region. Investment in plants and facilities increased from \$31,381,000 in 1945 to approximately \$73,000,000 in 1950. Number of customers increased in this five-year period from 102,256 to 151,995. Southwestern now has plenty of electric power and facilities to serve its area and is still building to meet every need of the foreseeable future.

*This is another advertisement in the series published for more than ten years by Equitable Securities Corporation featuring outstanding industrial and commercial concerns in the Southern states. Equitable will welcome opportunities to contribute to the further economic development of the South by supplying capital funds to sound enterprises.*

NASHVILLE  
DALLAS  
KNOXVILLE  
BIRMINGHAM  
NEW ORLEANS  
MEMPHIS

# EQUITABLE

## Securities Corporation

NEW YORK  
HARTFORD  
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AND  
JACKSON, MISS.

BROWDER O. CURRY, President

222 UNION STREET, NASHVILLE, 3

TWO WALL STREET, NEW YORK 5

# Equitable Underwritings

## ..... the record for 1950

During the year 1950 Equitable Securities Corporation participated as an underwriter in 175 new issues of securities, consisting of 23 issues of corporate bonds, 119 issues of municipal obligations, 32 issues of common and preferred stocks and one issue of Canadian bonds. The dollar volume of these 175 new issues totaled \$1,876,658,679. Equitable's participation in this business amounted to \$83,958,893.

These amounts are impressive, but they don't tell the whole story. In addition to the huge volume of new issues underwritten, Equitable handled a large volume of trading in outstanding securities during the year. And Equitable provided needed capital for a number of growing corporations in 1950 by means of private placements—the private sale of their securities to insurance companies and other investors.

As this record for 1950 indicates, Equitable Securities Corporation is an experienced investment banking house, equipped to provide capital funds to sound corporations and municipalities and to give counsel on financial problems. Over a period of more than 20 years Equitable has supplied needed funds to industrial concerns and governmental units throughout the nation. Equitable is particularly proud of its part in financing industrial growth in the South.

Management executives whose companies need additional capital funds are invited to investigate Equitable's facilities. Inquiries are always welcome, and they involve no obligation.

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DALLAS  
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**EQUITABLE**  
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NEW YORK  
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322 UNION STREET, NASHVILLE 3

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# WASHINGTON REPORT

(CONTINUED)

the 58 grazing districts in 10 Western States will be increased from 6 cents to 10 cents per animal unit month . . . " In other words, the Department of the Interior's Bureau of Land Management, which controls these grazing lands, put in a price increase on grazing service of more than 75 per cent!

**INVESTIGATION** of Reconstruction Finance Corporation, which has been going on for more than a year, is due to be intensified, if certain legislators have their way—as they likely will.

Cries of political shenanigans in connection with RFC loans, fanned by charges of actual bribery, have enlivened the first few weeks of the 82nd Congress. Senator William Fulbright (D.-Ark.), whose attitude seems to have been to protect the administration while obtaining certain political purposes of his own, is rumored not to favor a full investigation. But pressure from such legislators as Representative Pat Sutton (D.-Tenn.), who made the bribery charges, plus most Republicans, is bound to bring a House probe, even if the Senate fails to probe deeply.

The President's nominations of new directors for the RFC are coming in for some strong scrutiny on Capitol Hill. Mr. Truman put up some names last fall, but the nominees were not blessed with senatorial attention in the 81st Congress. Whether he will send the same nominations to Capitol Hill, in view of the charges and counter-charges, remains to be seen.

\* \* \*

**DEPARTMENT OF DEFENSE**, in a report to President Truman, has stated that of the 1,736,882 purchases of supplies, services and construction by the military services in fiscal year ending last June 30, a total of 1,267,000, or 73 per cent, were transactions with small business firms.

In dollar value, the report shows that small business received \$1.3 billion, or 24.5 per cent, of the total of \$5.3 billion spent for defense orders. In addition to receiving direct contracts, small businesses (firms employing fewer than 500 persons) also benefited from military orders by

working as sub-contractors for other military supplies.

Three-fourths of all purchases during the year were for \$1,000 or less, most of which went to small businesses. On contracts of less than \$5,000 each, 71 per cent of the dollar value went to small business firms.

At the same time, Army announced that its decentralized purchasing offices throughout the nation will continue to handle all its procurement.

"Even though most contracts for Army procurement will now be negotiated," Under Secretary of the Army Archibald S. Alexander said. "The negotiations will be done at the decentralized purchasing offices. Industrialists who wish to sell to the Army have no more reason for coming to Washington to accomplish their business than they had before."

Small business committees of both the Senate and House of Representatives are beginning to talk loudly again about how they are going to "help small business." But as every economist knows, each new "control" of regulation makes it more difficult for small business to operate and relatively easier for larger enterprises to grow because of their better managerial set-up and more operating capital.

\* \* \*

DEPUTY Secretary of Defense Robert Lovett, the former Wall Streeter, didn't get into a proper stance to talk about his ideas for a 48-hour work week in industry before Secretary of Labor Maurice Tobin publicly blasted the idea.

Labor leaders are winning back some of the "influence" they thought they were losing after the recent elections in Fair Deal circles. All the returning Fair Dealers reported huge contributions from labor, and several of them have reminded Truman that he (and the Fair Deal generally) won't have a Chinaman's chance in 1952 if labor leaders aren't kept on the bandwagon.

As a result, labor "advisors" to the National Production Authority and other defense agencies are coming into their own, with a new one being announced almost every week in this or that agency.



# ***Business is Good!***

## ***In North & West Arkansas***



### **CONSIDER THESE CITIES:**

- FAYETTEVILLE • SPRINGDALE • ROGERS •
- BENTONVILLE • SILOAM SPRINGS •
- CLARKSVILLE • OZARK • PARIS •
- HARRISON • HUNTSVILLE • BERRYVILLE •



**ARKANSAS WESTERN GAS**  
*Company*

"Helping Build North and West Arkansas"  
GENERAL OFFICES: FAYETTEVILLE, ARKANSAS

NATURAL GAS  
THE BEST FUEL  
FOR INDUSTRY



# ANTHONY MILLS

## *Operating the Following Plants*



Anthony-Williams Lumber Company .....	Kingsland, Arkansas
Bearden Lumber Company .....	Bearden, Arkansas
Anthony-Williams Lumber Company .....	Calion, Arkansas
Urbana Lumber Company .....	Urbana, Arkansas
Keystone Lumber Company .....	Camden, Arkansas
Garland Anthony Lumber Company .....	Mt. Holly, Arkansas
Springhill Lumber Company .....	Springhill, Louisiana
Homer Manufacturing Company .....	Homer, Louisiana
Woodville Lumber Company .....	Woodville, Texas
J. E. Speer Lumber Company .....	Stamps, Arkansas
Waldo Hardwood Company .....	Waldo, Arkansas
Sparkman Lumber Company .....	Sparkman, Arkansas

## SAW MILLS—PLANING MILLS

### *Pine Lumber*



# **FATTER CATTLE**

## **from NATURAL GAS!**



Yes, strange as it may seem, Lion Oil Company is actually utilizing natural gas to help fatten cattle on American farms. How is this so?

By a modern miracle of petro-chemistry, nitrogen fertilizer materials are produced through a combination of air, water, and natural gas at Lion's chemical plant in El Dorado, Arkansas.

Stockmen and farmers utilizing this valuable plant food are obtaining remarkably increased yields of corn, small grains and pasture grasses. Because of this economical source of stock feed, the Nation is building larger and better beef cattle, more productive dairy herds, and finer, fatter hogs.

Thus, gas taken from the ground is used to return nitrogen to the depleted soil, replenishing its life and maintaining agriculture in its important place in our economy.

Scientific research, bringing to light the amazingly rich store of organic chemicals hidden within crude petroleum and natural gas, has created a Petro-chemical Industry that is leading the way to the attainment of better things for better living.

Still more and better products are yet to come from the test tubes of Lion's Research Laboratories. At this moment, important projects are being studied, developed, tested and tried—test-tube samples of tomorrow!

## **LION OIL COMPANY**

**EL DORADO**



**ARKANSAS**

### **LION OIL MAKES THESE LEADING PRODUCTS**

**PETROLEUM:** Motor Gasolines • Butane Gas  
Kerosene • Tractor Fuel • Diesel Fuel • Heating Oils  
Heavy Fuel Oils • Lubricating Oils • Protective Coatings  
Greases • Road Oils • Paving Asphalts • Roofing Asphalts

**CHEMICAL:** Anhydrous Ammonia  
Nitrogen Fertilizer Solutions • Ammonium  
Nitrate Fertilizer • Sulphate of Ammonia  
Aqua Ammonia • Sulphuric Acid

# Securities rise despite Continuing unfavorable news

European rearmament handicapped by  
social overheads

By Robert S. Byfield

**I**F interpreted by orthodox and conventional methods, the news of the past month has been most unfavorable so far as the stock market is concerned. The United Nations seem to be suffering further diplomatic and military reverses. There is continuing doubt as to the ability and willingness of the Western European nations to defend themselves, while the extent and character of our support is as yet undeterminable. An historical debate over the strategy of our defense against Communist encirclement is raging, giving rise to great uncertainty. There is no sign that the aggressive spirit of the Soviet Union and Red China is softening. On the domestic front, unprecedented taxes are to be levied, controls are being readied and corporate profits will be forced down from their 1950 peaks.

Yet the quotations for common stocks rise instead of fall. The Dow-Jones Composite Average of 65 Stocks stood at 84 in mid-December whereas it is now above 92. Even more striking has been the advance of the Industrials from around 225 to 245 with almost all groups participating in the advance. Superficially speaking, this is an "upside-down market," but actually its performance should hardly be startling. In our January column we hazarded the opinion that as our national confidence and self respect were re-established the trend of prices for common stock equities would be favorably effected and we see no reason to change our views on this point. Not only do the speculative security markets continue to be completely immune to adverse military and diplomatic news, but they are seeming to thrive on the full and open discussion of our foreign policy which has been developing and which will continue to be front page news for some time to come. Perhaps one of the best ways to safeguard American security is to let the public have the facts so that decisions will ultimately follow which will have nationwide support. True unity springs only from deep conviction and in a democracy it cannot be created by exhortation from the top levels. Certainly "inflation" is no longer a label which will adequately or fully describe what is happening to the quotations for common stocks. Something deeper and more fundamental is occurring.

**How Long Before A Change?**—Just how long quotations will continue to rise before a measurable setback arrives is difficult to say. There is a healthy and growing skepticism on the part of many

investors and potential investors as to the validity and soundness of present common stock prices, but many of them are merely waiting a reaction. This is evidenced by the fact that when prices had a sudden setback on January 10th there were plenty of eager buyers waiting just under the market. A definite if temporary change in trend must await a definite change in investor psychology.

**Effect of Welfare State Abroad**—Lacking direct information on many aspects of the matter, it would be presumptuous for us to discuss the pros and cons of the defense of Western Europe by the United States from the viewpoint of the investor. Nevertheless, we as the outstanding capitalistic country should at least be curious as to what extent, if any, there has been an impairment of Western European chances for survival because of socialist and "Welfare State" policies and practices. An honest appraisal of this character would have a definite value for us, because our own pseudo-liberals have exerted and are still exerting great pressure to reshape the American politico-economic set-up in the direction of European type collectivism. However, American productive power is so strong that it could take a great deal of punishment before it began to exhibit symptoms of enfeeblement due to socialist attrition, whereas Europe will quickly provide us with experience and data as to what extent welfare and warfare will mix.

**Inefficiencies are Costly**—As a result of personal visits to the Continent in 1948, 1949 and 1950, we are extremely skeptical as to whether some of the most important Western European nations will find it politically possible to jettison enough of their social programs to make way for all-out, fullscale rearmament. Socialist Britain may be giving us a pertinent example at this very moment. She is failing to produce enough coal for her own needs under nationalization, while January 1, 1950 was vesting day for the steel industry which is being taken over by the State. She is short of manpower which reminds us that the British Nationalized Railways have about 19,600 miles of track with about 650,000 employees. The Atchison, Topeka & Santa Fe operates about 13,000 miles of track with 67,000 men, a comparison which is not entirely fair because traffic density, passenger operations and other considerations enter into the picture, but they would not by any means account for the enormous differences in person-

nel. Recently also we mined three times as much coal as the British with only a little more than half the number of miners. The point is that industrially inefficient countries cannot spare as much manpower for military purposes as they should.

**Look at France**—Nevertheless, it is France which may provide us with a text book case rather than Britain. Last October we called attention to the inability or unwillingness of the French Government to grapple with the fantastic operating losses of the SNCF, the nationalized railway system, which carries 7 workers on pension for each 10 active employees, and which allows a locomotive engineer to retire at age 50. Recently the Control Committee of Nationalized Enterprises has estimated that their overall deficit for 1950 would exceed Frs. 200 Billion, equivalent to around \$600 Million, a figure which does not bulk large in the American scheme of things, but is very substantial for France. The second largest producer of losses is the Nationalized Gas Authority. In addition to these operating losses, the French treasury must provide most of the funds for renewals, to say nothing of further substantial outlays for plant expansion and growth. These purposes will take at least an additional Frs. 350 Billions. We do not know to what extent this last figure represents merely normal renewal because as everyone knows when a locomotive, power plant or a mile of track wears out the new cost will be much more than the original cost and funds must be provided over and above what is taken care of by normal depreciation debits based on cost. The French Association for Free Enterprise, whose pamphlets we have read with interest and whose activities unfortunately are little known in the United States, has revealed that employees of nationalized enterprises and of the Government bureaus themselves receive pensions which are between 3½ and 4 times higher than those of employees in private enterprises. Undoubtedly the French will attempt to cut down the terrifying Welfare State overhead which has been generated in the last decade or two, but political considerations may make this extremely difficult. It is quite obvious that if the French were not weakening themselves so drastically to maintain their so-called social gains they would have much more available for guns and tanks and the job of our GIs would not be quite so onerous. In fact, the French situation is aggravated because of the shortage of manpower resulting from World Wars I and II. It is obvious that this alone would make it difficult to raise an army, but what is not generally understood is that a further drain on the French economy is created. To build a heavy social load on the economy may not itself be hazardous, but it is doubly hazardous when there are not enough active wage earners between the ages of 20 and 60 in comparison with the relatively larger number of non-earners below the age of 20 and above the age of 60.

# Memo

## To A Busy Industrialist:

● Are space demands for your expansion closing in on you? Are orders piling up that you can't fill because you don't have the room to expand your present operations?

We may have just the site you need for that industrial expansion you're wanting to make. And where's it located? Right in the heart of the Arsenal of Democracy—a really strategic spot where there is a surplus of good labor, power and fuel. Look these sites over!

### OSCEOLA, ARKANSAS

Main building in two sections, combined area 590 x 120 feet, (70,800 square feet). Adjoining office building 20 x 40 feet. Concrete block construction. Has built up roof. Erected in 1948. Present acreage: 6; with 10 additional acres available for expansion. Serviced by 12-car Frisco spur track adjacent to main building. You can move your plant right in!

### FORT SMITH, ARKANSAS

A building of 391,000 square feet, situated on 40 acres. Constructed of part concrete, part metal walls, with metal roof. Floors concrete and wood. Ceilings average 15 feet. Served by the Frisco.

### WALNUT RIDGE, ARKANSAS

Two buildings, each 90 x 120 feet of steel, trussed frame with concrete floor and a 30-foot ceiling. Both are open to lease, and both are served by the Frisco.

Another building 160 x 225 of frame construction with asbestos siding; wood girder supports; concrete floor; ceiling one to 20 feet. Has three large 150 hp boilers, stoker-equipped. It's served by the Frisco and the present tenant is willing to sublease large portion of the building with possibility of full lease.

Another building of brick and steel construction with total of 25,000 square feet of floor space. Concrete floor. Two offices, 20 x 30 and 12 x 20 feet. Served by 14-car Frisco spur track. Ideal for many types of industrial production, and it can be leased.

If you want additional information, pictures or other data on any of the above industrial buildings or communities, pick up your 'phone and let us know what you want. Your time won't be wasted. (Incidentally, we have other industrial buildings and sites than those listed here. We also have industrial property available on which you can erect your own building.)

**J. E. GILLILAND**

Assistant to President, St. Louis-San Francisco Ry. Co.

215 FRISCO BUILDING

ST. LOUIS 1, MO.



# LITTLE GRAINS OF SAND

*"Little drops of water, little grains of sand,*

*Make the mighty ocean, and the pleasant land."*

**Sufferers from Inflation.** Inflation penalizes the practice of individual saving which has provided the capital to finance the development of the nation's resources. Billions upon billions of dollars in savings have had their purchasing power whittled away by inflation in recent years. Since 1938, the sum of the annual savings laid aside from year to year by the American people in the form of private insurance, United States savings bonds, time deposits and other forms of liquid savings is approximately \$180 billions. However, if each year's savings were discounted to allow for the depreciation that has occurred since they were set aside, the total loss in their purchasing power would amount to roughly \$44 billions. Since 1938, the investors in the United States savings bonds alone have suffered an erosion in purchasing power of \$13 billions out of the \$49 billions of principal and accrued interest they accumulated in this medium of savings.

**Victims of Fear.** In a speech by an American business man in Paris, Philip D. Reed, president of the International Chamber of Commerce, put his finger on a weak spot. He said the real problem of the west is "not with Russia, but with ourselves—our fears, our confusion and our lack of faith." He went on to say: "It is ludicrous, it is pathetic and it is getting dangerously close to being tragic that we, the free nations of the world, should be frightened, confused and running around in circles, although we have all that it takes both to frighten and confuse those evilly ridiculous characters in the Kremlin." Many will say amen to that. It is one thing to know our weaknesses and face them honestly. It is quite another to permit ourselves to become panic stricken. Mr. Reed is on firm ground when he says we have plenty to frighten and confuse the Kremlin. We have, and they have given a number of indications that they are frightened.

**Boring from Within.** Public Assistance Report No. 5 issued by the Federal Security Agency is entitled "Common Sense Rules." It is intended as "an interpretation for the use of public assistance agencies." In the chapter on "Food and Old Age" is this sen-

tence: "Social security and public assistance programs are a basic essential for attainment of the socialized state envisaged in democratic ideology, a way of life which so far has been realized only in slight measure." Some bureaucrats think it legitimate to levy taxes on the masses of the people to socialize America. It is doubtful if this was the intent of Congress in the authorization of a social security program.

**Nonessential.** Senator Harry F. Byrd (Dem. Va.) has appealed to President Truman to reduce proposed expenditures for 1952 by \$7½ billion. The reductions, advocated by Senator Byrd would be limited to items for other than defense, and would include \$3.6 billion for expenditures in strictly domestic-civilian programs, \$3.5 billion in reduced foreign economic assistance and \$0.5 billion by requiring the military to make more efficient use of civilian manpower. In his letter to the President, Senator Byrd pointed out that the Military Establishment is now employing approximately one civilian for each 2 men in uniform, as compared with 1 civilian for each 5 men in uniform at

the World War II peak effort. Regarding the proposed cuts in foreign economic aid, Senator Byrd said that the billions now being appropriated for foreign military assistance are overlapping the economic assistance programs at many points and that this item should be reduced by \$3.5 billion.

**National Welfare Comes First.** The British, with all their austerity, pay

scarcely 40 per cent of their earnings in taxes. Should our tax burden be increased to that point, our standard of living would be reduced to as low a level as theirs, or lower. To avoid the danger of such a tax load as might wreck the nation's economy, Congress and the administration must do two things: First, apply the best brains that can be found to the planning of foreign policy and military movements so as to guard against unwise dissipation of our resources. Second, overhaul the grossly-padded public payroll, and hold welfare handouts and other unessential drains on our financial lifeblood to the very minimum, so that the need of new tax revenues may be that much less. Senator Byrd

(Continued on page 44)

"Political economy" are two words which ought to be divorced as incompatible—Wall Street Journal.



## SLAYSMAN GEARS

*make the wheels GO*

**P**ower transmission is our business. All items of transmission, with Gears and Sprockets the leader, including "V" Belt Drives, Chain Drives, Flexible Couplings, Ball and Roller Bearings Bronze, Plastic and Lignum-vitae Bearings can be furnished. These either being made by us, or obtained from National Manufacturers. Complete machine shop facilities are maintained by us for the custom-made or made-to-order sizes.

### GEARS

Spurs, Bevels, Worm Combinations, Spline Shafts and Gear Tooth Specialties, from any metals, to close tolerances can be produced to specifications of interchangeability.

### SPROCKETS

Roller Chain, Silent Chain, Spud Chain and Ladder Chain Sprockets made to specifications from various metals, including Steels and Alloy Steels, Cast Iron, Bronze, Stainless and Duraluminum.

## THE SLAYSMAN CO.

Established 1885 • Incorporated 1937

Engineers • Machinists

**MANUFACTURERS of INDUSTRIAL GEARS**

**801-813 E. PRATT STREET**

**BALTIMORE 2**

**MARYLAND**

## LITTLE GRAINS OF SAND

(Continued from page 43)

proved that six or seven billion dollars annually can be saved by prudent retrenchment.

**Municipal Bonds.** The Committee for Economic Development in a recently released tax program has proposed that the tax exemption long enjoyed by the holders of municipal bonds be rescinded. The Committee in its report said, "The need for additional revenue and higher rates of tax makes it more important than ever to subject each special tax exemption or concession to scrutiny and to require its justification if it is to be continued. With every increase in general rates of tax, special privileges become more valuable to those who receive them; if they are unjustified the injustice to those who pay full rates of tax becomes greater. One exemption which in the opinion of this Committee is unjustified, is the exemption of interest on state and local government bonds from Federal income taxation. This inequity should be corrected as soon as possible."

**Federal Sales Tax.** For the first time in many, many years, a federal sales tax is receiving serious consideration in Congressional circles. Senators Byrd and Anderson, the latter a Democrat from New Mexico with a distinct Fair Deal attitude on many questions, have both suggested such a measure. Representative Doughton of North Carolina, chairman of the House Ways and Means Committee, has said that he wouldn't be unalterably opposed, although he is known to favor other forms of taxation more.

A sales tax would be our most powerful weapon against a deficit which now seems almost a certainty. The tax would be unpopular politically, perhaps, but if the electorate is properly informed to the effect that a drastic situation requires a drastic remedy involving sacrifices on the part of all, this unpopularity may be kept at a minimum. Also, if the tax is imposed at the retail level, it will act as a restraint on the demand for scarce goods and thus helps combat inflation.

**The Open Door.** A vital break from the original principles of the Constitution and the limitation of violence against liberty and property occurred in 1913 with the adoption of the Sixteenth Amendment to the Constitution, the progressive income tax. Here appeared communism in its purest form, here was the forced acceptance of "... from each according to ability; to each according to need." Here was the socialization, in part, of the fruits of the labor of all, with absolutely nothing beyond fickle, political expediency, standing as a limitation against complete socialization. Money now goes by force into the communal storehouse and is withdrawn according to "need." The only limitation on the extent of the confiscation of private property is everybody's total property.

**Deceptive.** There is real reason to question whether our present farm subsidies benefit even the farmer. They may benefit some farmers, but do they

(Continued on page 46)

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## LITTLE GRAINS OF SAND

(Continued from page 44)

benefit farmers as a whole, even on a short-term basis? If that question be answered in the affirmative, is not this short-term benefit purchased at the expense of economic distortions in agriculture that in the long run will prove extremely painful even to the farmer? The present program subsidizes some farmers at the expense not only of the consumer and the taxpayer, but also of other farmers. For example, price supports of wheat and corn subsidize grain farmers at the expense of dairymen and poultrymen. And all farmers know that the handmaiden of subsidies is government regulation.

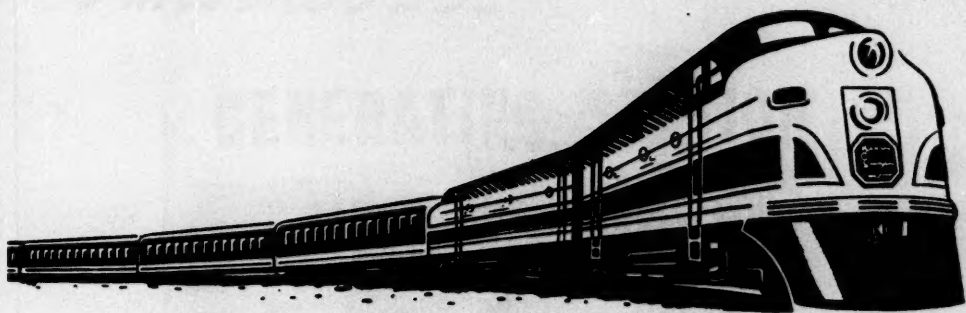
**Powerless.** When the people's right to restrain public spending by demanding gold coin was taken from them, the automatic flow of strength from the grassroots to enforce economy in Washington was disconnected. Because of this condition an economy-minded Congressman, under our printing-press money system, is in the position of a fireman running into a burning building with a hose that is not connected with the water plug. His courage may be commendable, but there is no sustained hookup with the taxpayers to give him strength.

**Federal Feudalism.** The Tennessee Valley Authority is a milestone in American history, for it is the forerunner of a regulatory regionalism which may lead to future liquidation of all State governments in our present Union. TVA contains the means and methods by which such transformations could be made in the American way of life; and its political power is now felt by state, county, and city governments in a half dozen states. Since 1933, our Socialist planners have expanded their thinking from a single regional operation, TVA, to nine regions which are to blanket this whole country. The first of these additional ventures into sectional socialism and regional regulation is the proposed Columbia Valley Administration.

**Discrimination.** Rent control, continued for five years after the war, has created a double standard of living in this country. Many apartment dwellers and house renters aren't paying a great deal more than they did a decade ago. And they're sticking right with the same places. For once they decide to move they have to go out in the other half of the rental world—into apartments of houses built since the war. And this is the world where prices are much higher. That's where the vast majority of the young married couples have landed. They've had to rent new apartments at about twice the fee of pre-war days. Or they've decided it's better to buy a house. In either event they're caught in the high cost side of the double standard and there's nothing they can do about it.

It's high time the federal government ended its discrimination against young married couples. After all, many of the men are veterans: some of the women are, too. They ought to get at least an even break.





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*Another---*

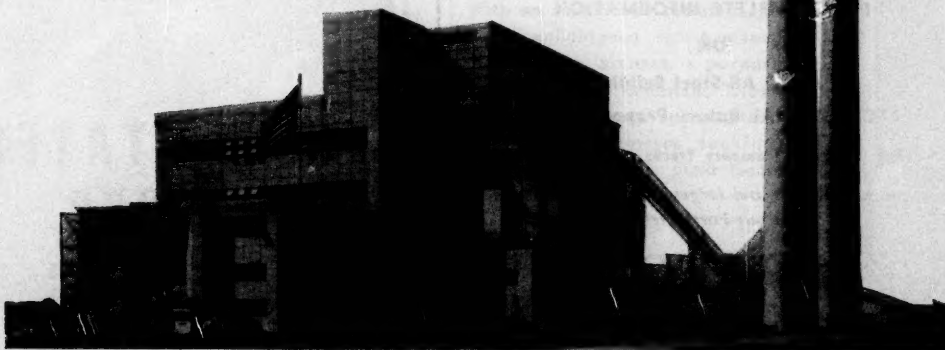
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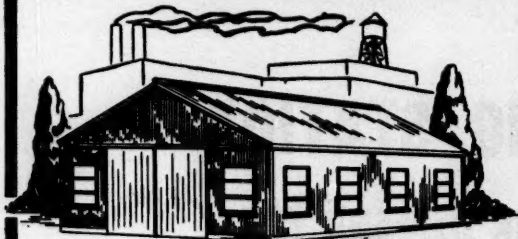
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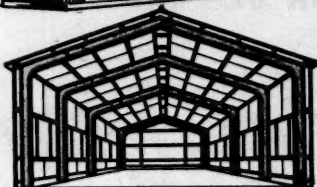
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We try to run it for you as we would like you to run it for us if we were in your shoes.

We'd like you to give us good, courteous telephone service at a fair price. We'd like you to keep improving it and giving us more of it.

We'd like you to run the business so that it would be a good place for people to work and a good place for people to invest their

money. We'd like it to be a progressive and successful business.

There would be something else.

We would like you to run the business so that it would be a good and helpful citizen in everything that concerns the community and the nation, especially in these times of national defense.

That's the way we'd like you to do it for us. And that's the way we're constantly trying to do it for you.

*The best and the most telephone service in the world at the lowest possible cost...* **Bell Telephone System**





*"What Enriches the South Enriches the Nation"*

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## Straightforward Taxation

In the present emergency, which is fiscal as well as military, a federal sales tax will go a long way toward solving our problems. It will bring in sorely needed revenue; it will serve as an inflation curb by acting as a check on profligate consumer spending; it will be a constant reminder to our people of the gravity of the national and international situation.

Examining these points in order, the most important is the raising of revenue. While there may be disagreement in Washington as to the advisability of deficit financing as a last resort, there is a pleasantly surprising unanimity of opinion that we should raise every cent possible through current taxation before resorting to a course that is definitely inflationary. Means, rather than ends, form the chief grounds for disagreement in Congress.

No one doubts that a national sales tax would raise billions, even allowing for exemptions for food, medicine and other basic necessities. States and municipalities have found that sales tax pennies have snowballed into millions of dollars. Indeed, the objections to such a tax seem to fall into two broad categories, neither of which disputes the efficacy of such a measure.

The first objection is the wail of some of our more timorous legislators that a sales tax is politically unpopular. Of course it is. Any tax is unpopular with the people when they know it affects them directly. The military draft is extremely unpopular with those who have been drafted and their relatives, but no one disputes our need for trained young men. Tax dollars are needed almost as acutely, and we must stop worrying about the shortsighted people who would be upset by the realization that they are paying a fair share of taxes directly instead of paying pyramided indirect taxes that amount to just as much.

The second objection is that such a tax soaks the poor proportionately more than it does the rich. This argument rings about as true as a lead fifty cent piece. It completely ignores the fundamental truth that no matter where a tax is applied, it is the final consumer

who ultimately pays the bill. Business, to remain healthy and productive, must make a normal profit. Thus whenever a tax is applied, such as a corporate income tax, or even that portion of Social Security paid by the employer, prices must be raised to insure the retention of a profit or the business fails. Thus the person who eats the loaf of bread, buys the pair of shoes or automobile, sees the movie or has his pants pressed is the one who pays the tax bill, whether that bill is hidden or straightforward.

A sales tax will help curb inflation by curbing the demand pressure which is always inflationary in an economy producing for national defense. A five per cent retail levy would add a hundred dollars more or less to the price of a new automobile—a hundred dollars that would have to be paid at the time of and in addition to the down payment. It can be seen at a glance that such a tax will serve as a deterrent to spending, particularly with regard to the spending for hard goods and appliances which will be shortest in civilian supply.

Not to be overlooked is the psychological effect that a sales tax will have on the electorate. Everyone who pays it, and that means everyone, will know that this is a tax made necessary by the huge government expenditures—military and diplomatic as well as domestic. To make it politically palatable our legislators could call it by some such name as "Defense Sales Tax" or "Preparedness Tax."

Our economy is such that a sales tax is the only form of revenue raising left which will not endanger free enterprise. Every increase in income taxes means an increased risk of sapping the initiative which has made our country great. Let those who think this is crying "Wolf!" consider Great Britain.

A sales tax will raise revenue, combat inflation and make us conscious of our plight. Our elected representatives must be courageous, doing what they know to be right, even though they fear it will be unpopular. They must give us a sales tax.

# Additional Steel Capacity Announced

In the past month Bethlehem Steel Corporation and Lone Star Steel Co. have announced large expansion programs, and a newly organized firm has filed application to build a plant in Tennessee.

## Bethlehem

Late last month the Bethlehem Steel Corporation announced a \$75,000,000 expansion program for its Sparrows Point, Maryland plant. This is part of the project announced by Bethlehem that will increase the firm's overall production by 2,600,000 tons annually. Altogether, the nation's second largest steel corporation will spend \$300,000,000 in expanding the operations of six of its plants.

As far as Sparrows Point is concerned, the planned expansion will increase its annual output by 740,000 tons by the end of 1952. Present annual production is running at the rate of 4,800,000 tons.

In announcing the plan, E. G. Grace, Chairman of the Board of Bethlehem, estimated that the Sparrows Point expansion would provide employment for several

thousand additional workers in the Baltimore area. The payroll at the Point now totals approximately 25,000.

The program calls for an additional 65 coke ovens at Sparrows Point—there are 551 there now—and a sintering plant to use the screenings of blast-furnace ore.

Mr. Grace reported that the first shipment of ore from the company's Venezuela property is expected to reach Baltimore by the middle of this month. Bethlehem expects to get approximately one million tons of ore from the South American project during 1951.

The expansion at Sparrows Point will enable the mills there to work around the clock, turning out an average of eleven tons of molten steel per minute.

The proposed increase in ingot capacity will call for the construction of steel-making furnaces, blast furnaces, coke ovens, auxiliary equipment and additional transportation facilities. To assure an adequate supply of raw-material supplies for the expansion, the company has been acquiring and developing more iron-ore and coal mines.

To provide the additional transportation that will be called for, two new vessels will be built for the Great Lakes traffic. They will transport some 1,400,000 tons of limestone and iron ore a year.

While it has not been announced, as yet, where these boats will be constructed, the present fleet, now shuttling between Baltimore and Chile, was built at the Sparrows Point yard. These boats are scheduled to take up the Baltimore to Venezuela run in the near future.

Mr. Grace stated that he expected amortization certificates will be issued by the Government covering a substantial part of the cost of the entire program. He said that this program "represents only what is immediately in prospect," and added, "we shall be prepared to build substantial additional capacities, if they are needed either for military purposes or for the general economy."

## Lone Star

Lone Star Steel Company, of Lone Star, Texas, has been authorized loans totalling \$73,425,201 by the Government to be used to construct facilities for making steel tube products for the petroleum industry. The company must put up \$9 million in equity capital to go



General View of Blast Furnaces, Fairfield, Alabama Works, Tennessee Coal, Iron & Railroad Co.



with the Government funds. This is the first loan in the mobilization program to combine regular Reconstruction Finance Corp. lending power with emergency loan authority under the Defense Production Act. R.F.C. will provide \$50 million to be secured by a first mortgage on all the company's real and personal property. None of the R.F.C. money will be advanced until the company has used the equity capital and a direct defense loan of \$23,425,201 for construction purposes. The new facilities are expected by R.F.C. to be in operation within "less than 18 months."

Lone Star Steel will raise \$5 million through a common stock offering within the next three to four months as part of the agreement. Mr. Germany, president, said the company had a firm commitment with a nationally-known investment house for underwriting a common stock issue. Stockholders of Lone Star Steel will be given pre-emptive rights to subscribe to the new offering, and any unsubscribed shares will be taken by the underwriting group, he indicated.

The Government loan terms also called for Lone Star Steel to guarantee \$4 million in additional working capital, "when and if needed," Mr. Germany said. The company has a commitment from the Republic National Bank of Dallas, the First National Bank in Dallas and the Mercantile Bank at Dallas to furnish the additional working capital, if needed, he stated.

#### **Tennessee**

Tennessee Steel Corp., a newly organized company, has recently filed an application with the National Security Resources Board to build a \$10 million electric furnace steel mill in Oneida, Tennessee. The proposed plant would have a rated capacity of 136,000 tons annually.

The steel company, organized under the laws of the State of Tennessee, gave no details on how the plant would be financed.

The following directors were elected at the organization meeting held January 17: Huston St. Clair of Tazewell, Va.; John E. Kelly, Washington, D. C., and James W. Haley, Arlington, Va.; Officers of the steel company are: Huston St. Clair, president; J. P. Horne, vice president, and James W. Haley, secretary-treasurer.

#### **Wheeling**

Wheeling Steel Corp., announced last month that it is adding a new block of 63 coke ovens to its East Steubenville, W. Va., works. The new ovens which are expected to be in operation late this year, are being built by Koppers Co. and will cost \$8,750,000. They will boost the company's total to 314 ovens and increase its coke output to 145,000 tons monthly from 120,000 tons.

The East Steubenville works, described by the company as the largest coke producing plant in West Virginia, will consume about 6,600 tons of coal daily when the new ovens are completed. This increase in coke-making will increase its production of important coke by-products, including benzol, toluol and xylol, which are essential to the defense program. The expansion

program will also step up Wheeling Steel's river activities.

## **Atlantic Steel Output Sets Record in 1950**

Atlantic Steel Company, Atlanta, Ga., established 13 all-time production records in 1950, it was revealed last month by Robert S. Lynch, company president.

Commenting on the 13 new records, Mr. Lynch stated, "Such production can be made only through the cooperation of every person in every department."

The company produced 200,830 net tons of steel ingots. This exceeds the previous high by more than 24,500 tons, or approximately 14 per cent. A total of 176,830 tons of billets were rolled. This passed the 1948 record by 23,619 tons. Total tonnage rolled through the billet mill was 180,830 tons or 33,285 tons more than in any previous year.

Another record was smashed in the rod mill, where 100,204 tons of wire rods, bars and shapes were rolled. This surpassed the highest previous record by 23,164 tons.

A new record was made in the company's two hoop mills. The combined production of these mills totaled 55,768 tons. This was 2,314 tons more than the record year of 1948. The 10" hoop mill produced a record high of 31,622.

The combined rolling mill production figure climbed to 336,629 tons, passing the previous high by 42,519 tons. Five new records were established in the wire mill.

The thirteenth record established by Atlantic Steel in 1950 was in total overall shipments. A total of 172,556 tons of steel and steel products was shipped, topping the previous record established in 1948 by 28,973 tons.

Mr. Lynch pointed out that full use of the company's existing facilities, coupled with improved operating methods, made it possible for Atlantic Steel to supply "our proportionate share of steel for the national defense program, and at the same time, to supply a higher percentage of our regular customers' normal civilian requirements."

Atlantic recently announced that it was expanding its productive capacity by 50 per cent, or approximately 100,000 tons annually.

## **Hill-Chase Acquires Land For New Warehouse**

The Hill-Chase Steel Company, Baltimore, Md., W. E. Hill, treasurer, announces the acquisition of five acres of land on Erdman Avenue, Baltimore, from the Baltimore and Ohio Railroad, for the erection of a new steel warehouse.

# Industry's Switch to DO Work Requires Careful Planning

The war and accompanying defense mobilization is bringing dislocations as well as growth and inflation to the South

By Sidney Fish  
Industrial Analyst

INDUSTRY in the South is expanding rapidly under the stimulus of the national defense program. War surplus aircraft plants are being reopened, new atomic facilities are being created, ordnance plants are being reactivated, chemical and steel industries are building new capacity.

But for many Southern civilian industries, the months ahead may bring a transitional lag. War orders thus far have been trickling through in relatively low volume, except for aircraft and atomic installations. Even where large orders are received, months are usually required for tooling up and making ready for actual production.

**NPA Directives**—Meanwhile, the National Production Authority has issued a series of far-reaching directives reducing the use of aluminum, steel, copper, nickel and zinc in civilian industries. The net effect is to cut civilian production anywhere from 15 to 50 per cent. The steel shortage, too, is damaging to Southern industry. Defense DO orders and the special directives issued to steel plants to provide plates and sheet for freight cars and ore boats mean that 25 per cent or more of the available light flat rolled steel supply is being channeled away from civilian industries.

The aluminum, copper and nickel shortages are forcing curtailment of civilian output, particularly in the appliance, machinery, home furnishings and automotive fields.

Faced with such critical shortages of materials, the average manufacturer of civilian goods must find war contracts quickly, or make an effective appeal to NPA for permission to use larger proportions of scarce materials than is permitted under the NPA's directives.

**Manufacturers' Appeal**—If the manufacturers' difficulties arise from a steel shortage, little can be done to ease the situation other than to appeal to NPA's Small Business Division for help on the grounds of acute hardship. The manufacturer, too, can write to his Congressman to use his influence with NPA and the steel supplier. Hundreds of employers are using their Congressmen to intercede for them with NPA or the steel producers.

The small employer has the backing of Congress if he makes an appeal to NPA for an adjustment in the use of any metal. In Section 701 (b) of the Defense Production Act, passed by Congress last July, Congress said that "in administering this act, such exemptions shall be

made for small-business establishments as may be feasible without impeding the accomplishment of this act." If NPA fails to give due attention to this section, the employer must take his case to his Congressman.

Every order limiting the use of materials that has been issued thus far by NPA contains an appeals section. Here is a typical appeals section, taken from NPA's order M-7, Section 26.29:

"Any person affected by any provision of this subpart may file a request for an adjustment or exception upon the ground that his business operation was commenced during or after the base period, or because any provision works an undue and exceptional hardship upon him not suffered generally by others, in the same trade or industry, or its enforcement against him would not be in the interest of national defense or in the public interest. Each request shall be in writing and shall set forth all pertinent facts and the nature of the relief sought and shall state the justification thereof."

**Other Relief Processes**—In addition to these appeals sections, NPA has simplified the process of getting relief by making known grounds upon which employers may automatically qualify for an adjustment under the aluminum order for the months of January, February and March. Such cases include situation where the company was newly organized, during the first half of 1950, or where a new product was offered, or where the company had added new manufacturing facilities during the last year or where aluminum is used for functional parts. Cases where strikes or seasonal fluctuations during the base period (January to June, 1950) kept the employers use of metal below normal levels are also grounds for automatic relief. In such cases, the employer does not have to appeal to NPA, but is permitted to use a higher quota of metal, based on his consumption in October and November, 1950. He must be sure to keep records of his use of the metal, however, in case these are ever asked for by NPA.

Where formal appeals are filed, it is important that the employer shall state the urgency of his case effectively, so that he will not have to wait long for relief. Hundreds of adjustments have already been approved by NPA. If the employer states in his appeal that he is facing financial hardship, that his resources are limited and he is unable to absorb losses resulting from low operating levels; or if he points out that he will

have to lay off workers, NPA will usually permit the use of a larger amount of scarce metals, particularly if the plant is not a large one.

A very strong basis for an appeal appears to be the statement that the company is getting ready to convert to war production, or has been seeking defense orders. The makers of radio and television sets obtained a liberalization of the cobalt order by pointing out that their industry was changing over a large part of its facilities to the production of electronic and radar equipment for the armed forces, and that it would lose thousands of needed defense workers, if it were compelled to reduce civilian output too quickly.

Similarly, the bus manufacturers induced NPA to postpone a January cutback, on the condition that aluminum used in that month would be "repaid" in a later month through reduced use.

**End-Use Orders**—Hardship cases are going to exist in the South throughout 1951. For the initial cutbacks of 15 to 35 per cent on copper, nickel and aluminum are gradually being replaced by end-use orders, which will completely ban the consumption of scarce materials in many specified non-essential applications. An example of such end-use restrictions is provided by the amendment to the copper order, M-12 which said that this metal would not be allowed to be used in 300 different applications after March.

Similar end-use restrictions may come in aluminum soon, or in steel during the second half of this year, when a controlled materials plan resembling that used during World War II may be imposed on consumers. Under such a system, every pound of steel would be allocated for its use, and non-essential consumers would get much less metal than in the early months of this year.

In presenting an appeal to NPA, a manufacturer should fill out the forms provided for that purpose. In seeking permission to use more aluminum, the consumer is required to fill out Form NPAF-10. Copper appeals must be filed on Form NPAF-11, etc.

In addition to filling out the forms, the manufacturer should send a letter to NPA stating all of the pertinent facts. In such a letter, he should make it clear that he is not only seeking defense orders, but that he is making the maximum use of substitutes for the scarce materials wherever this can be done.

**Standardization Orders Coming**—Within a few months, NPA will begin to issue a series of orders designed to conserve materials through standardization and simplification. The average producer should prepare for this development by designing his output to use fewer sizes, shapes and chemical analyses of steel and other materials. Gadgets should be eliminated. Usually, economies can be effected through such a program. In the last war, the American Iron & Steel Institute reduced the number of chemical analyses in steel from 2,000 to about 300, thus assuring a large gain in the output of the open hearth steelmaking furnaces.

A similar reduction was affected in widths and gauges of flat rolled steel.

**Problems of Wage & Price Controls**—Wage and price controls also call for planning. The Wage Stabilization Board is not likely to order a tight freeze on wages. In some instances an employer may prefer such a freeze, since it would remove the possibility of wage rises. But actually, during periods of labor scarcity, when employers are bidding against each other for the services of skilled or efficient workers, inability to meet the prevailing scale may deprive an employer of his best workers.

To avoid such a development, many employers are setting up now systems of job evaluation, for during the last war, use of such systems often made it easier to obtain permission from the War Labor Board to raise wages or salaries. Where single rates are in effect for specific jobs, rate ranges should be adopted, to permit automatic wage progressions, such as were authorized by WLB in the last war.

To prepare for price stabilization, the employer should make sure that he is complying with Executive Order 10160, which was issued by President Truman last September. That order requires each business to preserve all records relating to prices received or asked for goods or services, and the records relating to the labor, material or other costs incurred in connection with such goods or services sold or delivered or offered between May 24, and June 24, 1950, inclusive. The latter date represents the date of the beginning of the Korean War.

At a later date it may become more difficult to prepare the required data, and the establishment of fair prices by the price stabilization authorities may be dependent on the preservation of good records. The recent order requesting businesses not to increase prices beyond the levels of Dec. 1, 1950, if earnings in the most recent accounting period are in excess of the average for the years 1946-49 shows the need for good accounting procedure.

**Importance of Cost Systems**—A large proportion of small manufacturing establishments do not carry adequate cost systems. As the war progresses, the employer will find that in all of his dealings with the government, his ability to prove his costs may decide whether he will escape a squeeze on his profits. This is true whether the problem which he faces is the renegotiation of a defense contract, the obtaining of price relief, or the calculation of excess profits under the new corporate tax program.

**Examine Value of Subcontract Work**—The most important area of business management during the next few years, may be that pertaining to war orders.

Many small companies are wasting valuable time and money trying to book prime contracts from the armed forces. Such contracts are more likely to go to large mass production companies, that are well equipped with engineering and research staffs, as well as with a good efficient plant. But prime contractors

will be under pressure by the services to give at least half of their orders to other firms in the form of subcontracts.

For that reason, the average small manufacturing establishment may be better off to begin to look for subcontracts. Leads often may be obtained by watching the weekly list of prime contracts of over \$25,000 that have been awarded. On this list may appear the names of companies, for which small companies may be able to make parts or components.

**Aids in Getting Such Work**—Several companies have gotten off to a good start in booking defense contracts by preparing a little booklet in which they list their facilities, experience, etc., with photographs of the production line, etc. With this they are circularizing large companies which have received prime contracts.

To aid in such activities, it would be extremely helpful if each Southern state would set up card index files for small manufacturers, listing facilities which are available for subcontracts. This should be sent to the armed forces, as well as to prime contractors throughout the country.

Of course, Southern manufacturers who are equipped to handle large prime contracts should get busy immediately to solicit such orders. They should have their facilities surveyed by the Muni-

tions Board located in Washington.

The Munitions Board, looking ahead to M-Day, has actually surveyed about half of American producers. Such a survey qualifies a plant as a "planned producer," who is given a "tentative schedule of production" to be implemented on M-Day. The M-Day mobilization program has been dislocated by the Korean emergency, but nevertheless, great advantages can result from being listed as a planned producer. The armed services have issued a policy statement in which they said that planned producers would be included in solicitations to bid on negotiated contracts. Since the emphasis on defense contracts has been shifting from competitive bids to negotiated contracts, the advantages of being listed as a "planned producer" are obvious. In effect, such producers will be given preference over other manufacturers in the booking of defense contracts.

Political pressure and union pressure should not be overlooked where a manufacturer is in need of defense contracts to sustain production and employment. Often, the plea of a union for relief from transitional unemployment may swing the balance and help an employer to land a contract. The Governor, Mayor, members of congress and chambers of commerce or manufacturers' associations can also play an important role in helping Southern manufacturers to book profitable defense orders.

## Synthetic Rubber Plant Changes Hands



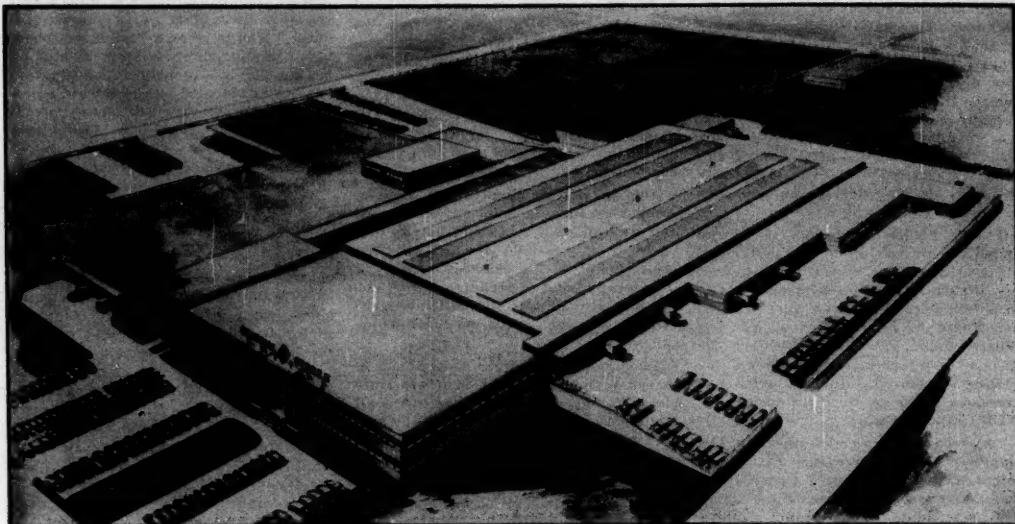
The United States Rubber Company recently announced the purchase of the Buna-N synthetic rubber plant of Esso Standard Oil Company at Baton Rouge, La., as a major step in the expansion of its facilities for the manufacture of chemicals, plastics and synthetic rubbers. The purchase price was not disclosed. Storage tanks are in the foreground, reactor area is in the background.

The plant now has the capacity to produce approximately 15,000,000 pounds of Buna-N synthetic rubber and high styrene latex annually.

U. S. Rubber plans to expand production facilities so that the plant will manufacture more than 20,000,000 pounds of Buna-N synthetic rubber, high styrene latex and the new rubber-plastic blends annually.



# CONSTRUCTION



Offices and Warehouse for Colonial Stores at Atlanta, Georgia.

## January Awards Reach All Time High

By S. A. Lauver  
News Editor

**S**OUTHERN construction, bolstered by the gigantic construction of the Atomic Energy Commission in two states below the Mason and Dixon line, reached the unprecedented monthly total of \$1,082,466,000 in the January just ended. The figure is more than four times the aggregate for the comparable month of last year.

Industrial construction amounting to \$820,619,000 led the field, this including the two federally-financed projects—the one in South Carolina and the other in Kentucky. The \$120,619,000 for private indus-

trial projects was more than three times the total for such work in the first month of 1950, over twice the value for the last month of that same year.

Private building in the current year's first month totaled \$144,671,000. This not only stepped ten per cent ahead of the value of private building in December but represented a forty-one per cent rise above the comparable figure for January of 1950.

Seventy-six per cent of the entire private building total, residential construction was valued at \$111,048,000 in Janu-

ary. The figure is thirty-five per cent stronger than the value of similar work in January of 1950 and thirty-seven per cent above the December level.

Other components of the January private building total were \$14,401,000 for commercial buildings, \$10,954,000 for office buildings and \$8,268,000 for assembly buildings such as churches and theatres.

The total for stores and other commercial buildings is seventy-two per cent stronger than that for January of 1950, as well as twelve per cent above the December figure for such buildings.

Office building, total \$10,954,000, is up eighty-one per cent, when compared with the first month in 1950. However, the figure is fifty-nine per cent below that registered in December.

Assembly building followed a pattern similar to the totals for office work. The \$8,268,000 January figure is up—thirty-eight per cent above the previous January, but shows a drop of fourteen per cent from the level of December.

Public building, with its \$55,880,000 total, was an increase of seventy-three per cent above the previous January 1950 total. Included in the current January total is \$27,245,000 for government building as such and \$28,635,000 for schools. Both are above January 1950 levels but below those for December.

Engineering construction is down when compared both with January 1950 and December. The value for the current first month is \$25,785,000, this showing declines of twenty-four and fifty-five per cent, respectively.

### SOUTH'S CONSTRUCTION BY STATES

	January, 1951		Contracts Awarded January 1950
	Contracts Awarded	Contracts to be Awarded	
Alabama	\$ 58,702,000	\$ 12,256,000	\$ 4,800,000
Arkansas	5,277,000	12,238,000	1,688,000
Dist. of Col.	2,500,000	16,955,000	6,948,000
Florida	21,761,000	20,984,000	16,468,000
Georgia	12,522,000	14,850,000	9,536,000
Kentucky	351,577,000	11,355,000	5,564,000
Louisiana	20,891,000	41,885,000	27,630,000
Maryland	35,189,000	45,151,000	20,293,000
Mississippi	6,235,000	19,979,000	5,427,000
Missouri	32,129,000	144,600,000	12,239,000
N. Carolina	22,067,000	21,746,000	9,415,000
Oklahoma	3,586,000	18,960,000	16,492,000
S. Carolina	361,105,000	21,152,000	4,157,000
Tennessee	27,752,000	43,361,000	19,100,000
Texas	65,971,000	299,326,000	66,775,000
Virginia	12,924,000	48,965,000	36,253,000
W. Virginia	21,800,000	2,950,000	589,000
TOTAL	\$1,082,466,000	\$705,627,000	\$253,276,000



Highway and bridge projects in the award stage in January were valued at \$35,511,000. Six states reported totals above three million dollars. These were Alabama, \$4,666,000; Louisiana, \$5,709,000; Maryland, \$3,857,000; North Carolina, \$4,364,000; South Carolina, \$5,269,000, and Texas, \$3,901,000.

High priorities for highway construction during the present war were advocated last month by an official of the American Road Builders' Association, who said "we must continue to build roads in the long-pull industrial expansion program on which we are now embarking."

### Business Expansion

Some idea of what is in store in the business field was given by the joint forecast of the Department of Commerce and the Securities and Exchange Commission. These agencies said business expansion in 1951 will be at the record rate of \$21,900,000,000.

About two-thirds of the increase in capital outlays will be in manufacturing, where companies expect to add \$10,600,000,000 to plant and equipment this year, this an increase of \$2,600,000,000, or one-third over 1950. Chemical expansion will be of substantial proportions.

### Iron and Steel

Expenditures in the iron and steel industry will be practically doubled this year. The latest announcement of a southern project was \$75,000,000 for 740,000 tons of additional ingot capacity at the Sparrows Point, Baltimore, plant of the Bethlehem Steel Co.

New facilities proposed by the Lone Star Steel Co. will involve many millions of dollars. Loans totaling \$73,425,201 have been authorized by federal agencies for construction of steel-making facilities and for manufacture of pipe for the oil industry.

### Petroleum Industry

Expenditures by the petroleum industry in the last half decade have been estimated at ten billion dollars, with two billion of that amount in 1950. Additional projects have already been announced for this year, particularly in the pipeline field.

### Construction

The record volume for all construction put in place in the United States is esti-

mated at \$27,750,000,000 by federal agencies. Nearly \$11,500,000,000 was spent for privately-owned non-farm dwellings, or more than two-fifths of the entire total.

Erection of schools, churches, hospitals and other institutional buildings, both

A temporary curb on commercial construction will probably slow that type of work for the time being, as practically all new commercial structures must be sanctioned by the National Production Authority. The rule, however, does not affect

## CONSTRUCTION



New building for Pensacola Chamber of Commerce, Pensacola, Fla.

### SOUTH'S CONSTRUCTION BY TYPES

	January, 1951 Contracts Awarded	Contracts to be Awarded	Contracts Awarded January 1950
<b>PRIVATE BUILDING</b>			
Assembly (Churches, Theatres, Auditoriums, Fraternal) . . . .	\$ 8,268,000	\$ 9,442,000	\$ 5,971,000
Commercial (Stores, Restau- rants, Filling Stations, Gar- ages) . . . . .	14,401,000	11,780,000	8,373,000
Residential (Apartments, Ho- tels, Dwellings) . . . . .	111,948,000	34,096,000	81,854,000
Office . . . . .	10,954,000	5,000,000	6,025,000
	\$ 144,671,000	\$ 60,318,000	\$102,223,000
<b>INDUSTRIAL</b>			
	\$ 820,619,000	\$204,721,000	\$ 36,745,000
<b>PUBLIC BUILDING</b>			
City, County, State, Federal and Hospitals . . . . .	\$ 27,245,000	\$ 73,434,000	\$ 10,293,000
Schools . . . . .	28,638,000	68,036,000	21,887,000
	\$ 55,883,000	\$141,470,000	\$ 32,180,000
<b>ENGINEERING</b>			
Dams, Drainage, Earthwork, Airports . . . . .	\$ 7,748,000	\$ 96,618,000	\$ 24,036,000
Federal, County, Municipal Electric . . . . .	5,899,000	35,270,000	5,383,000
Sewers and Waterworks . . . .	12,138,000	32,704,000	6,614,000
	\$ 25,785,000	\$164,592,000	\$ 36,033,000
<b>ROADS, STREETS, BRIDGES ..</b>			
	\$ 35,511,000	\$133,926,000	\$ 47,885,000
<b>TOTAL</b> . . . . .	\$1,082,406,000	\$706,627,000	\$283,276,000

private and public, also reached peak levels and expenditures for highway construction, reclamation and flood control rose moderately to new high levels.

A new pattern was reported becoming apparent as the new year began. Homebuilding was declining from record levels. Factory, warehouse and commercial building was on the increase. A number of large southern industrial projects were in the news.

projects underway or those costing less than \$5,000. A licensing system is soon to be inaugurated.

Regulation X may be relaxed in some key defense areas. It is forecast by the National Association of Homebuilders, whose president says that the job of his industry during the current year will be construction of about 800,000 home units, with an increasing number built in the second half for rental to defense workers.



Allen County War Memorial Hospital, Scottsville, Ky., Otis & Grimes, Architects.

# South's 1950 Record Proves Claim of Economic Fitness

By Caldwell R. Walker

Editor, *Bluebook of Southern Progress*

**L**OOKING back over the year just passed, it becomes obvious that 1950 was a period characterized by variable trends.

Up to the year's midpoint, economic activity in the South, and in the Nation at large, was marked by a slow but steady recovery from the mild recessionary levels of 1949.

During the first half of the year, manufacturing registered moderate gains in output. Construction leaped forward intensely. Trade, finance, the utilities and services showed moderate gains. Only farming and mining, industries engaged in production of raw materials, remained at relatively low ebb.

During this forepart of the year, economic changes were geared solely to peacetime motivation, and the chief question in the minds of businessmen was concerned with the probable duration of the upward trend.

**Post Korea**—War in Korea brought intense change. There was now added to peacetime pressures the added pressure for war production. At first the effect of this new element was anticipatory. New orders for war goods in volume were slow to materialize. Nevertheless activity began to become feverish in the rush to tool up for orders that seemed sure to come.

Capital loans and expenditures for expansion, even greater expansion of construction activity, and a rush to buy goods and materials likely to be of short supply, swept like a tailwind behind the already climbing business movement to produce an activity never before recorded in a period unmarked by outright war.

Volume of business in the last six months of the year exceeded by far that of the preceding six months.

**South Keeps Up**—From the standpoint of the South, a congratulating feature is to be seen in the ability of the Region to keep pace with the rest of the Nation in a boom period of such intensity.

Never before had the South responded so resiliently to boom motivation. In earlier economic fluctuations, Most of the states of the South moved at more moderate pace than the rest of the country. Its dips in cyclical low-points were slower and less steep; its approach toward the apex was likewise slower and generally short of the national tops.

During 1950, however, there was no lag on the part of Southern business. Some states were slow to get underway, it is true. But the lag in each instance can be traced to mine strikes or adverse farm marketing conditions. Not a single state failed to keep pace in factory output, trade volume, and turnover of currency and bank deposits.

This evidence of buoyancy stands as a tribute to Southern civic leaders, business and banking executives, railroads and utilities that have, over the past decade, put so much vigor into the campaign for mechanization and industrialization of Southern economy.

It is the result of this endeavor that now shows the South as capable and sufficient to take its place in the van of boomtime expansion along with the long-time industrialized states of the Nation.

**Analysis of Gain**—Southern Business Outlook, in the forepart of the *RECORD*, shows that during the first 11 months of 1950 dollar value of productive output topped that of 1949 by 13 per cent.

Not all of this increase can be called actual expansion of productive output. Prices were on the upgrade throughout the year, and rose with marked swiftness during the second half. The overall rise in prices during the first ten months of 1950 over the average for 1949 amounted to five per cent. It follows, then, that actual output of physical commodities totaled eight per cent. Included in productive enterprise are farms, mines, construction, and manufacturing. If farms were eliminated from the aggregate, increase of physical output would amount to almost 10 per cent.

While figures for the last month of 1950 are still far from complete, enough reports are already in the hands of the Business Outlook staff to make it possible to state without question that results for 1950 will substantially top those of 1948, previous postwar high.

**Blue Book Estimates**—This conviction is further confirmed by work thus far developed in preparation of the 1951 *Blue Book of Southern Progress* which will go to press early in March.

*The Blue Book* this year will show tabulation of volume of business for all types of enterprise, by states for the Nation and South, and by counties for the 16 states of the South.

Enterprise will be classified into farming, mining, construction, manufacturing, transportation and utilities, finance and real estate, wholesale trade, retail trade, and the service and professional trades.

From the voluminous material accumulated and being accumulated for the purpose, it is possible at this time to draw fairly accurate conclusions respecting final results.

Among these conclusions is the forecast that manufacturing output in the South for 1950 will run between \$46 and \$48 billion, and will top 1949 by not less than 18 per cent, and 1948 by not less than nine per cent.

Construction put in place in the South in 1950 will approximate \$8 billion, top-

ping 1949 by 19 per cent and 1948 by 25 per cent.

Southern mining output will show more modest results, with output in 1950 amounting to some \$5.5 billion, about seven per cent above 1949, but a like amount below 1948.

Farm production, including home consumption, should approximate \$10.7 billion, modestly greater in dollar value than 1949, but falling somewhat short of 1948.

The industries that supplement production, namely, utilities, finance, trade and service, will all show good gains over both 1949 and 1948, varying from five to ten per cent.

**Near Unique Conditions**—As already stated these increases cannot be interpreted in their entirety as correlative increased activity. Somewhat more than one-third of these increases in dollar value must be attributed to price inflation. Nevertheless, the increases, even at face value, present a situation rarely if ever before encountered in the peacetime history of the United States.

Outstanding under current circumstances are conditions of full employment and rising bids for labor; shortages of some goods and materials in relation to funds available for expenditure; speculative opportunities apparent in expansion of plants and inventories; all of which constitute a spur to loan and credit expansion.

**Inflationary Aspects**—It is this expansion in borrowings, with consequent inflation of money supply, that has contributed most strongly to current inflationary tendencies. If it were a relatively new development, its effect might not be so influential with respect to current conditions. But it is by no means new.

Increase of bank loans began with the end of the war, and except for a slight and temporary lull, has continued ever since.

In 1950, the trend was accelerated to a recordbreaking rate. By the end of November, 1950, total bank loans in the United States amounted to more than \$50 billion, having risen 20 per cent during the year. Furthermore, the rise during 1950 represented one-third of the total rise since the end of the war.

From the end of the war to November, 1950, business loans, including those of agriculture trebled, and consumer-type loans quadrupled.

It is the former that have played so strong a part in bidding up real estate and capital goods; the latter that have brought heavy pressure on prices of consumable commodities.

**Controls**—The Nation's political leaders are now busying themselves in preparation of laws and regulations designed to freeze prices and wages. As previously stated in these columns, administration and enforcement of such controls is likely to encounter serious obstacles, if not failure, so long as the underlying fountains of inflation are left to pour an ever increasing flow of funds into the expenditure stream without a counterbalancing increase in supplies available for purchase.

# SOUTHERNERS AT WORK

## Georgia Power Elects Harlee Branch President

Harlee Branch, Jr., was elected president of the Georgia Power Company succeeding C. B. McManus at a meeting of the board of directors held recently. Dan MacDougald, chairman, announced. Mr. McManus became chairman of the newly-created executive committee of the board, and a vice president of the company. Mr. McManus will continue as president of the Southern Company.

As administrator of the Defense Power Administration of the Department of the Interior, Mr. McManus is spending all of his time in Washington in the interest of national defense, and the change has necessitated the relinquishing of his former administrative duties with the Georgia Power Company and the Southern Company.

In addition to Mr. McManus, the other members of the executive committee elected by the board are Mr. MacDougald, Mr. Branch, E. A. Yates, chairman of the board of the Southern Company and vice president of the Georgia Power Company, Mills B. Lane, president of the Citizens & Southern National Bank and John A. Sibley, chairman of the board of the Trust Company of Georgia.

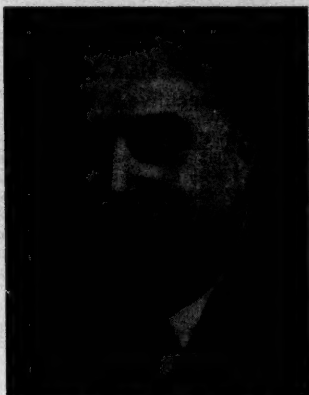
Mr. Branch, the new president, has been vice president and general manager of the Georgia Power Company since August, 1949. Before that he was associated with the company as an attorney for 18 years as a member of the firm of MacDougald, Troutman, Sams and Branch, general counsel for the company.

## Tarbuton Named President Central of Georgia Railway

The election of Ben J. Tarbuton, of Sandersville, to the presidency of the Central of Georgia Railway, Savannah, Ga., is announced by Merrel P. Callaway, Chairman of the Board. Mr. Callaway will continue as Chairman, a position which he has filled since the reorganization of the Railroad on July 1, 1948. He has also served as President since the death of Marion J. Wise in April of 1950.

Other action at the meeting of the Board of Directors held January 19 included the election of Earle F. Bidez as Vice President, a promotion from the position of Executive Assistant, and the election of two Directors, Oliver D. Appleton, of New York, and W. Edward Willett, of Washington.

The new President, Mr. Tarbuton, is one of Georgia's widely known citizens, long prominent in the civic, industrial and political life of his native City and State. He has been President of the Sandersville Railroad since 1922, and previously was General Manager for several years. He is active in numerous enterprises covering the fields of finance, agriculture and manufacturing. Mr. Tar-



Ben J. Tarbuton

buton is a Director of the Citizens and Southern National Bank. He has frequently been called upon to serve his community in legislative matters, as State Senator from the 20th District in 1947 and 1948, and as Representative from Washington County in 1949-1950. He was recently reelected to that post in the General Assembly for 1951-1952. He is Mayor of Sandersville.

## Southern Company Names E. M. McGowin Director

Earl M. McGowin, vice president and director of the W. T. Smith Lumber Company of Chapman, Ala., was elected a director of the Southern Company at the meeting on January 22nd. Mr. McGowin, a graduate of the University of Alabama and Oxford University heads a number of Alabama and Florida lumber companies and is a leader in economic and industrial development of the South. He served as a member of the Alabama legislature for twenty years, from 1931 through 1950, and was recently appointed Director of the Department of Conservation of the State of Alabama.

## Richmond Reserve Bank Names New Directors

Edwin Hyde, executive vice president of Miller and Rhoades, Inc., Richmond department store, was elected a director of the Federal Reserve Bank of Richmond, Virginia.

Mr. Hyde, succeeds the late Charles C. Reed, of Richmond, who died on October 15. Unopposed for election, he will serve the unexpired portion of Mr. Reed's term, ending December 31, 1951.

Announcement was made by Board Chairman Charles P. McCormick at the opening of sealed ballots cast by Federal Reserve System member banks in Group

1 (large banks) of the Fifth District, which comprises Maryland, Virginia, West Virginia, North Carolina, South Carolina, and the District of Columbia.

Mr. Hyde was elected a Class B director, one of three men who are chosen by member banks but who must be representatives of commerce, industry, or agriculture, and may not be officers, directors, or employees of any bank.

Other directors are those in Class A, who are elected by member banks and represent banking, and in Class C, who are appointed by the System's board of governors from any field except banking.

Charles W. Hoff, president of the Union Trust Company of Maryland, Baltimore, has been appointed to the board of directors of the Baltimore branch of the Federal Reserve Bank. At the same time, the Reserve bank announced the appointment of Archie K. Davis, vice president of the Wachovia Bank and Trust Company, Winston-Salem, North Carolina, to the board of directors of the Charlotte branch.

## C. N. Plowden Named Head S. C. Development Board

Charles N. Plowden of Summerton, South Carolina, has been elected director of the Research, Planning and Development Board of that state to succeed L. W. Bishop.

In assuming his new duties, Mr. Plowden brings an intimate knowledge of the state's resources to that office. He is a member of the House of Representatives and is chairman of the ways and means committee, which gives him membership on the budget and control committee.

The Resources, Planning and Development Board has brought tremendous new industrial developments to the state and plans for the future call for even greater activity.

## Seaboard Railway Announces Several Promotions

James R. Thorne, an assistant general manager of the Seaboard Air Line Railroad, has been promoted to a newly created post of assistant vice president of operations with headquarters in Norfolk. It was announced yesterday by C. H. Sauls, vice president in charge of operations.

Mr. Sauls announced at the same time that J. N. Broetzman, another assistant general manager of the line, had been promoted to general superintendent, also a newly created post, with headquarters in Savannah, Ga., where he has been stationed since July, 1948.

Mr. Thorne began his career with the Seaboard in 1926 as secretary to the line's superintendent at Arcadia, Fla., and for the ensuing 11 years held similar positions in Jacksonville, Fla., and Savannah. He became yardmaster at Montgomery, Ala., in 1937 and in 1940 was transferred to Richmond, Va., as terminal train-

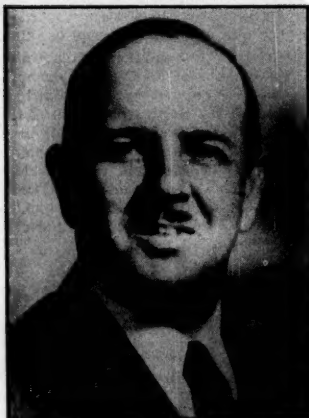
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(Continued from page 61)

master and subsequently trainmaster there, and in 1943 he was transferred to Tampa, Fla., as assistant superintendent.

Mr. Warren T. White, assistant to the vice president of the road has announced the promotion of Charles M. Hazelhurst, assistant general industrial agent for the Seaboard Air Line Railroad since 1944, to a newly created post of general industrial agent with headquarters in Norfolk.



Charles M. Hazelhurst

The creation of Hazelhurst's new post gives the Seaboard's industrial department two such positions, the other being held by Dallas T. Daily, who has been general industrial agent for the line since 1944.

Hazelhurst first became associated with the Seaboard in June, 1941, when he was assigned to supervision of important construction work in Richmond, Va. He remained in the engineering department until December, 1944, when he was appointed assistant general industrial agent with headquarters in Norfolk. This position was abolished coincident with his promotion.

### N&W Names Wood To Industrial Development Post

T. Gilbert Wood, Industrial and Agricultural Manager of the Norfolk and Western Railway, Roanoke, Va., has been appointed Consultant in Industrial Development, a new position, it was announced at the road's general offices in Roanoke, recently. L. E. Ward, Jr., former Assistant Industrial and Agricultural Manager, succeeds Mr. Wood as manager of the department.

Mr. Wood, a holder of two degrees from V. P. L., came to the N. & W. as agricultural field agent in April, 1917, after five years of similar work with the Southern Railway. He assumed direction of the Industrial and Agricultural Department in February, 1928. In his new position he will confer with officers of the railway and Mr. Ward on matters

relating to the industrial development of the territory served by the Norfolk and Western. Mr. Wood has served as a member of V. P. L.'s Board of Visitors and has been active in farm organizations throughout the South.

### Scottsboro Mill Names Wolfe to Executive Post

Scottsboro Knitting Mill, Inc., Scottsboro, Ala., manufacturer of Tee-shirts, Briefs, and other knitted sportswear, has appointed William E. Wolfe as first vice president, general manager and a member of the board of directors. Mr. Wolfe formerly was industrial and production engineer for Union Underwear Co., Inc.

### Du Pont Chairman Speaks At Spindletop Celebration

Joint contributions of the petroleum and chemical industries have provided "providential aid to our security and effectiveness in time of war" as well as enriching our lives in time of peace, Walter S. Carpenter, Jr., chairman of the Board of Directors of the Du Pont Company, said recently at Beaumont, Texas.

Mr. Carpenter spoke at a banquet celebrating the fiftieth anniversary of the discovery of the Spindletop oil field. Tracing the close connection between the development of the modern chemical and oil industries, he declared that the two "have stimulated some of the great achievements of science."

The speaker referred to the advances made in the two industries so far as productive capacity is concerned since the close of World War II. Not only is the available tonnage vast, but "the proximity of this domestic reserve is of great consequence," he said. "The speed with which these materials can be converted into useful products may be critical."

"We are faced today with a great threat, as a nation—perhaps as a civilization. To meet this will entail a test of our every resource. Not the least of these, perhaps among the greatest, will be the demands to be made upon American industry."

"Much has been done since Spindletop blew in," Mr. Carpenter continued. "If we continue to accent that freedom of enterprise that stimulates initiative and the spirit of adventure, then will our successors who gather here fifty years hence to celebrate the one hundredth anniversary tell of vastly greater achievements."

### U.S.S. Subsidiary Names Two To Engineering Posts

Fred F. Murray, President of Oil Well Supply Company, recently announced at Dallas, Texas, the appointments of M. F. Hazel as Director of Engineering for

this U. S. Steel subsidiary and Alex Quayle as Chief Engineer in charge of all product design. Both appointments are effective immediately.

Mr. Hazel has served as "Oilwell's" general manager of sales since January 1, 1948. Mr. Quayle is chief engineer in charge of product design at Imperial Works, Oil City, Pa., "Oilwell's" principal manufacturing plant. In his new position he will be located at the company's home offices in Dallas.

Mr. Hazel takes over his new duties with a wide background of experience in both engineering and in handling customer equipment requirements in the field. He joined "Oilwell" in July, 1930, following his graduation from Pennsylvania State College with a B.S. Degree in Mechanical Engineering. After preliminary training at Imperial Works he was assigned to the East Texas oil fields with headquarters at Kilgore, Texas, where he served in various capacities in field engineering and servicing work on customer equipment. In 1937 he was named district manager of the company's West Texas operations with headquarters at Odessa, Texas.

### Bendix TV Appoints New Managers At Baltimore

N. C. Henry, formerly office manager of Bendix Television and Broadcast Receiver Division, Bendix Aviation Corporation in Baltimore, has been appointed manager of TV and Radio Distribution, it was announced recently by R. W. Fordyce, general sales manager of the division. As manager of distribution, Mr. Henry will assist C. J. Hassard, merchandising manager, in the general merchandising of Bendix TV and radios and in developing sales statistics for the division.

I. J. Macomber was promoted to office manager, filling the vacancy of Mr. Henry. His new duties will include supervision of all merchandising order procedures, as well as the supervision of personnel and operation requirements. A Bendix employee for two years, Mr. Macomber has been promoted from Assistant Office Manager to his present position.

### Gerotor May Corp. Names Wagner V-Pres., Director

E. E. Yaggy, Jr., president of the Gerotor May Corp., Baltimore, Md., recently announced the election of Charles H. Wagner as vice-president and director of the company.

Mr. Wagner's former associations include the presidencies of the American Oil Company, Lord Baltimore Filling Stations, Inc., and the Mexican Petroleum Corporation. He has been a director of the Pan-American Petroleum & Transport Company and an active member of the American Petroleum Institute.



## Spring Clip

Bowenston Shale Co., Bowenston, Ohio—Bosco "Tru-Line" spring clip designed to simplify jointing operations and reduce installation costs of perforated drainage lines and make lines more stable under backfilling, is becoming increasingly popular with drainage men, according to the company.

For many years, perforated pipe for drainage work was connected, or rather held in alignment, with a separate collar. Use of the new "Tru-Line" spring clip eliminates



Bosco "Tru-Line."

tedious jointing operations, which were formerly necessary, states the makers. It is applied with the use of a simple hand tool, designed specifically for the operation. The spring clip lies flat against the pipe, making bell holes and collar depressions in the bedding unnecessary.

## Powered Wheelbarrow

Prime-Mover Co., Muscatine, Iowa—Prime-Mover wheelbarrow, redesigned and improved Model 15, is said to bring even greater benefits in manpower saving, money-saving and multiplication of productivity on all types of material handling jobs.

Compactness, maneuverability and rugged chassis construction have been carried over to the new model. Important new features have been added—such as forward direct drive with half speed reverse under power; dependable 5 h.p. Wisconsin engine; constant mesh transmission, conveniently placed operator's controls. The engine and gasoline tank are located in enclosed panel on top and at rear of chassis, away from floor dirt.

## Test Stand

Electro Mechanical Devices, Division of George E. Nankervis Co., 19245 W. Davidson, Detroit 23, Mich.—Addition to the Emeco line of testing equipment, is the Hot-Cold Test Stand, said to produce any temperature between -70 degrees F and +230 degrees F.

The manufacturers state that the Test Stand is the solution to one of the problems of many manufacturers of aircraft components. Producers of aircraft parts are frequently required to determine operating characteristics of sub-assemblies at temperatures equivalent to those encountered in actual flight conditions.

Incorporated into the Test Stand are many safety and automatic devices, such as, totally enclosed motors, automatic relief valves, explosion-proof electrical components, etc.

# NEW PRODUCTS

## Impregnating Equipment

Tincher Products Co., 823 Borden Ave., Sycamore, Ill.—Piece of impregnating equipment for sealing pressure castings rejected because of porosity, designed for the smaller foundries and manufacturers to solve leakage problems in small parts and castings.

According to the company, the process is simple, effective and economical; is complete and requires no expensive plant alterations; no skill is required for operation. All metals, both ferrous and non-ferrous, may be sealed by the Tincher Process, either before or after machining. Once an impregnated part has been washed in cold water, no evidence of the impregnation remains except that it is pressure tight, states the company.

## Skil Drill

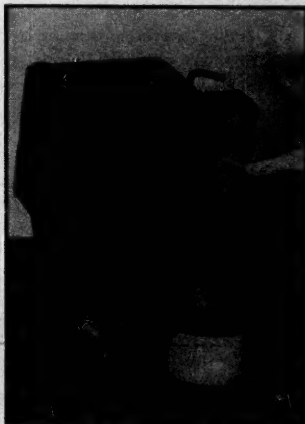
Skil Saw, Inc., 5633 Elston Ave., Chicago 26, Ill.—Portable drill one minute—and power hoist the next. Skil 1 inch Drill Model 163 combined with American Handiwinch is said to make a complete power hoist unit in a matter of minutes. A simple adapter kit that requires no special tools for mounting, locks Skil Drill and Handiwinch in perfect alignment, according to the manufacturers. This assures safe, big-capacity hoisting on all jobs.

The Skil drill can be easily taken out of the hoist bracket and it's ready for all drilling jobs. It has an exceptionally powerful motor and sturdy construction throughout. Ideal for all types of heavy maintenance and installation work.

## Carboy Tilter

General Scientific Equipment Co., 2700 W. Huntingdon St., Philadelphia, Pa.—GS No. 11 Carboy Tilter with pouring spout said to assure a safer, faster and easier method of pouring acids and other liquids from carboys.

The soundly functional design of this unit saves time, effort, and materials by its quick, easy action and advanced safety features, states the company. Long and dependable



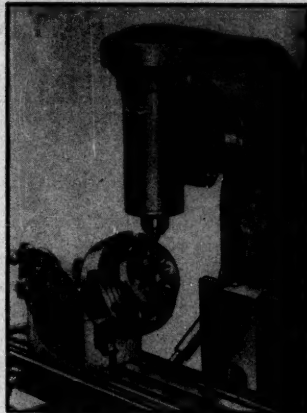
GS No. 11 Tilter.

service is assured by structural steel supporting members with welded and riveted construction. The air vent pouring spout offers a smooth flow of acid without spurts or splashes. Made of acid resistant rubber and plastic tubing for extra longer life, the spout has a flow capacity of five gallons per minute.

## Vertical Mill Attachment

Marvin Machine Products, Inc., 414 Ford Bldg., Detroit 26, Mich.—Improved streamlined, vertical mill attachment, said to retain all the high performance features of the original design.

Precision and ruggedness is the keynote of its construction, safety for the operator is



Marvin Milling Attachment.

provided by a protecting hood over power transmission parts. It is amazingly versatile according to the manufacturer, taking the place and doing the work of many specialized machines.

## Velocity Controller

Johnson Service Co., Milwaukee, Wis.—Proportional action velocity controller, for controlling air velocities ranging from 50 to 250 feet per minute. While many applications of the controller are possible, it is designed primarily to control the velocity of air through the doors of fume hoods, employed in working with radioactive materials, where a fixed velocity is required with variable door openings. It already is being used in atomic energy and cancer research projects.

Operation of the Johnson instrument is based on the fact that the velocity of air, moving between two points, is proportional to the difference in pressure between those points. The instrument consists of a very light, flexible diaphragm, operating a pneumatic control mechanism. One side of the diaphragm is exposed to the pressure within the laboratory, and the other side is connected to an averaging pressure tip located within the fume hood.

## Printing Pail

Industrial Marketing Equipment Co., Inc., 7 E. 43rd St., New York 17, N. Y.—Pail printer designed for printing around the circumference of two, three or five gallon pails. In operation, the pail is placed on an expanding mandrel. When the one revolution clutch is tripped, the pail is printed by means of a rubber die.

Ink is applied to this die through application of an ink reservoir and a series of distributing rollers. The company states that pails can be printed as quickly as an operator can load and unload the mandrel.

(Continued on page 108)



Here at Jones Mills alumina is converted into aluminum. This plant, one of the most modern in the country, has doubled its capacity during the past year.

## REYNOLDS HAS ALREADY DOUBLED ITS ALUMINUM OUTPUT IN ARKANSAS

With the opening of two additional pot lines at Jones Mills, production of aluminum in Arkansas was doubled last year. Another additional pot line now under construction will continue this expansion, increasing capacity to more than 200,000,000 lbs. early in 1951. This not only increases our employment but should serve to attract new industries to the State, as fabricating companies are appreciating more and more the importance of locating their plants near the source of supply of their raw materials.

At Hurricane Creek there's good news too! To offset the dwindling supply of domestic ore, Reynolds searched for and discovered deposits of high grade bauxite in Jamaica. These deposits are now being developed, and will be used with the bauxite of Arkansas. This development will greatly expand Reynolds available bauxite resources and prolong the useful life of Hurricane Creek indefinitely!

Less than a decade ago, Reynolds started its operations in the great State of Arkansas. There were only a handful of employees then.

Today, the number is over 2,000, with an annual payroll in excess of \$5,000,000, mining bauxite, processing bauxite to alumina, reducing alumina to aluminum. Arkansas is the only State in the Union that can boast of this threefold aluminum operation.

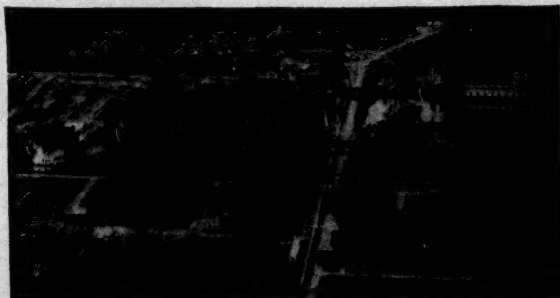
Reynolds is proud to participate in and contribute to the State's Progress and Development.

### REYNOLDS METALS COMPANY

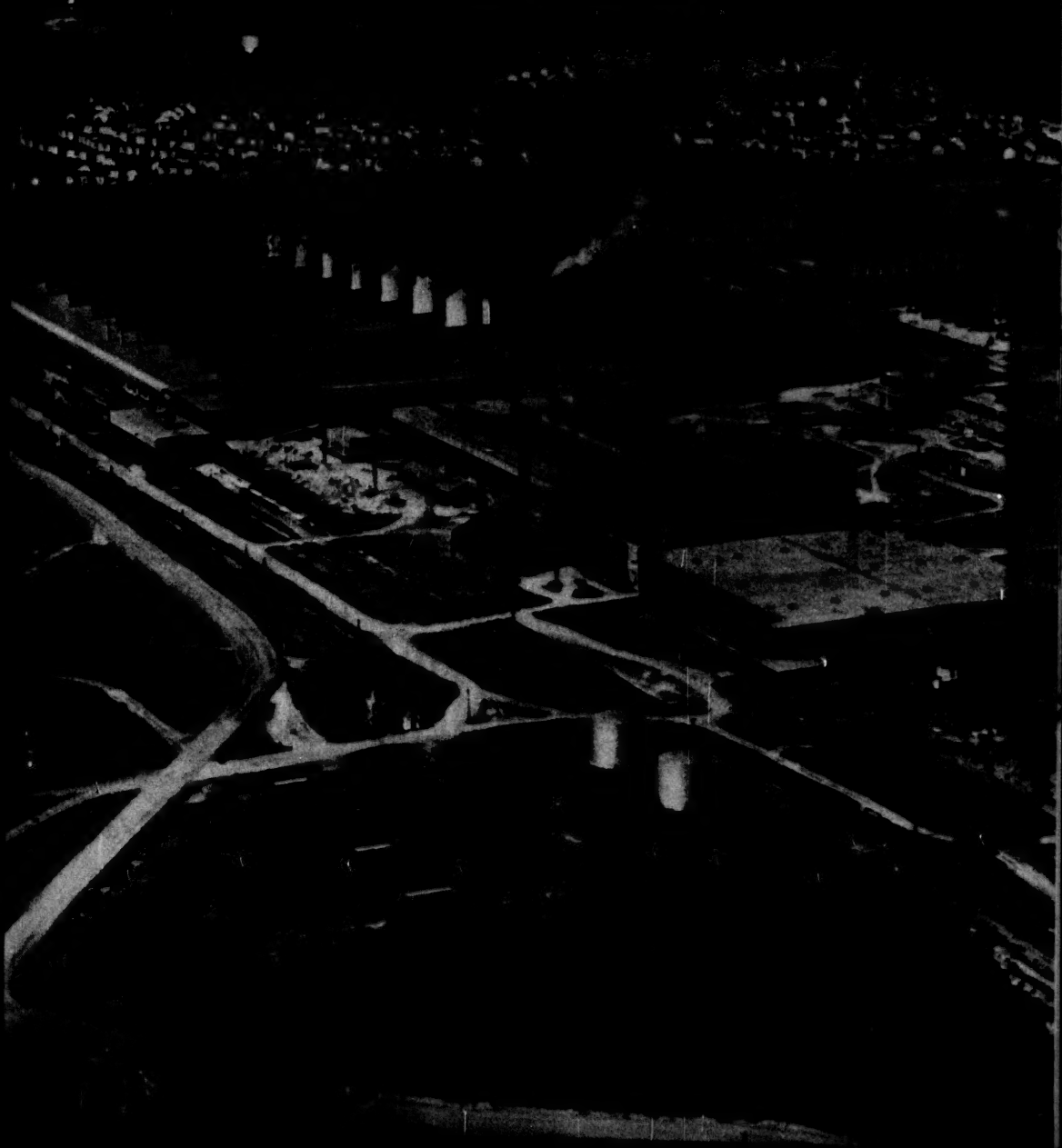
Richmond 19, Va....Louisville 1, Ky.

IN ARKANSAS: Commercial National Bank Building, Little Rock;  
Alexander; Malvern; Bauxite.

Airview of plant at Hurricane Creek where bauxite is refined into alumina. This plant, supplying Jones Mills and other reduction plants, is the largest of its kind in the world.



**THE**  
*Arkansas*  
**STORY**



# Welcome to Opportunity Land!

Tap Its 1¼ Billion \$ Spending Money\*  
With Your Advertising in the

## Arkansas Gazette

Your Top Newspaper for the Top  
Test Market of the Southwest!

**LITTLE ★ ROCK**

has 32% MORE people, 42% MORE workers  
and 69% GREATER employment than in 1940°

This increase of the labor force and total employment is proportionately MORE in Little Rock than in any other city of the Eighth Federal District, says Eighth Federal District Review.

•Little Rock Branch, Federal Reserve Bank, St. Louis

### LITTLE ROCK TRADING ZONE

Its 224,000 families in 26 counties spent \$577,475,-000 retail out of an effective buying income of \$829,-870,000, according to Sales Management Survey of Buying Power, copyrighted 1950.

\$1,381,300,000  
in 1949.  
Sales Management Survey

#### METROPOLITAN MARKET°

Little Rock, 118th in population, 1st 69th in retail sales and 31st in per capita effective buying income.

Little Rock has a 252% sales increase over 1940, which is 45% above average for 100,000 class cities.  
°Sales Management.

With the largest circulation in Arkansas by 23,247 morning and 27,643 Sunday . . . plus dominance in 57 of the 75 Arkansas counties, the Gazette has enhanced its leadership with a completely metropolitan Sunday paper of eight easy-reading sections, 23 hand-picked comics and the nationally famous PARADE Magazine.

#### GAZETTE CIRCULATION

**SUNDAY...111,653**  
**MORNING...97,699**

WHITE A. B. C.



*Arkansas's Leading Newspaper Since 1819*

**Arkansas Gazette**

OLDEST NEWSPAPER WEST OF THE MISSISSIPPI  
NAT. REP. . . . THE JOHN BUDD COMPANY





# Arkansas



## location

Approximately 55,000,000 of the nation's population live within 500 miles of Arkansas's boundaries. All of Arkansas is easily accessible to the great industrial centers of the midwest. Transportation systems—railroads, truck lines, bus routes, waterways and airlines—fan out from Arkansas in all directions. They assure speedy transportation to the country's leading cities.

Such cities as Chicago, Cleveland, Kansas City, New Orleans, Dallas, Oklahoma City, Omaha, Birmingham, and Gary, Indiana, are virtual "neighbors." Memphis, the

country's cotton capital, is situated just across the Mississippi river from Arkansas. Industrial St. Louis, also one of the nation's great rail-freight terminals, is less than 400 miles from the very heart of Arkansas. New Orleans and other Gulf ports in Texas are within easy and convenient shipping distance.

Little Rock has more people living within a 500 mile radius than have the cities of Fort Worth, Dallas, Houston, Tulsa, Oklahoma City, Kansas City, New Orleans, and Jackson, Miss.

**FRONTPIECE:** This aerial view of the Jones Mills aluminum reduction plant of Reynolds Metals Company shows the new 100,000 kilowatt steam-electric generating station of Arkansas Power & Light Company in the upper left background. (Photo by Bill Casey.)

# RESOURCES - - - PEOPLE



**State Population**  
1,500,000

**County Population**  
is shown in thousands  
with county name

**City Population**  
100,000 and over  
25,000 to 100,000  
5,000 to 25,000  
1,000 to 5,000  
under 1,000

State Capital is shown with  
star symbol

County Seat is shown with  
dot symbol

Manufacturing Districts are  
indicated by shaded lines

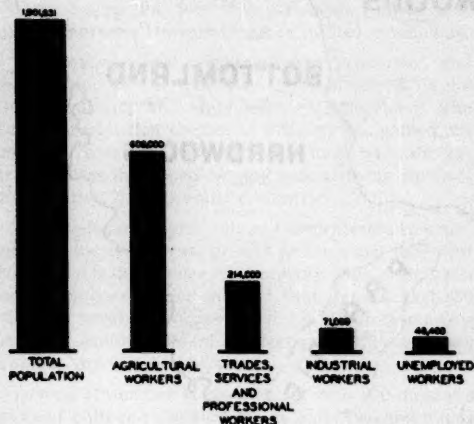
## Town—County Population

Town	County	1950 Population
10,000 and over		
Blytheville	Mississippi	16,221
Camden	Ouachita	11,341
El Dorado	Union	23,047
Fayetteville	Washington	17,024
Fort Smith	Sebastian	47,864
Helena	Phillips	11,244
Hot Springs	Garland	29,298
Jonesboro	Craighead	16,260
Little Rock	Pulaski	101,387
North Little Rock	Pulaski	42,142
Pine Bluff	Jefferson	37,147
Texarkana	Miller	15,833
5,000 to 10,000		
Arkadelphia	Clark	6,796
Batesville	Independence	6,371

Benton	Saline	6,263
Conway	Faulkner	8,546
Forrest City	St. Francis	7,591
Harrison	Boone	5,545
Hope	Hempstead	8,602
Magnolia	Columbia	6,908
Malvern	Hot Spring	8,015
Morrilton	Conway	5,462
Newport	Jackson	6,262
Oswego	Mississippi	5,005
Paragould	Greene	7,660
Russellville	Pope	8,135
Searcy	White	6,002
Springdale	Washington	5,836
Stuttgart	Arkansas	7,094
Van Buren	Crawford	6,399
West Helena	Phillips	6,090
West Memphis	Crittenden	9,087

The 1950 census gave Arkansas a population of 1,901,631, a decline of approximately 47,000 from the 1940 census figure of 1,949,387. A substantial part of the loss is believed to be attributable to wartime shifts in population.

According to the 1950 census figures, 67.6 per cent of Arkansas's population live in rural areas, with the remaining 32.4 per cent living in towns of 2,500 persons or more. In 1940, these figures were 77.8 per cent in rural areas and 22.2 per cent in urban centers. The gain in urban population brings to 63 the number of communities with 2,500 or more residents, as compared with 52 such population centers in 1940.



#### 2,500 to 5,000

Ashdown	Little River	2,741
Bentonville	Benton	2,919
Brinkley	Monroe	4,136
Clarendon	Monroe	2,541
Clarksville	Johnson	4,350
Crossett	Ashley	4,614
Cullendale	Ouachita	2,981
DeQueen	Savies	2,987
Dermott	Chicot	3,601
DeWitt	Arkansas	2,848
Dumas	Desha	2,813
Eudora	Chicot	3,062
Fordyce	Dallas	3,743
Hamburg	Ashley	2,648
McGehee	Desha	3,875
Marianna	Lee	4,525
Marked Tree	Pointsett	2,847
Mena	Polk	4,439
Monticello	Drew	4,498
Nashville	Howard	3,528
Paris	Logan	3,661
Piggott	Clay	2,546
Pocahontas	Randolph	3,829
Prescott	Nevada	3,958
Rogers	Benton	3,958
Siloam Springs	Benton	3,271
Stamps	Lafayette	2,525
Trumann	Pointsett	3,735
Walnut Ridge	Lawrence	1,102
Warren	Bradley	2,599
Wynne	Cross	4,139

#### 1,000 to 2,500

Alma	Crawford	1,210
Arkansas City	Desha	1,018
Augusta	Woodruff	2,318
Bald Knob	White	2,007
Bearden	Ouachita	1,297
Bebe	White	1,191
Berryville	Carroll	1,748
Boonville	Logan	2,418

The native white population is 74%, with the foreign born population only .6%. The Negro population is 25.4%. There is no better labor than people who have learned to work and whose principles of honesty insure a day's work for a day's pay.

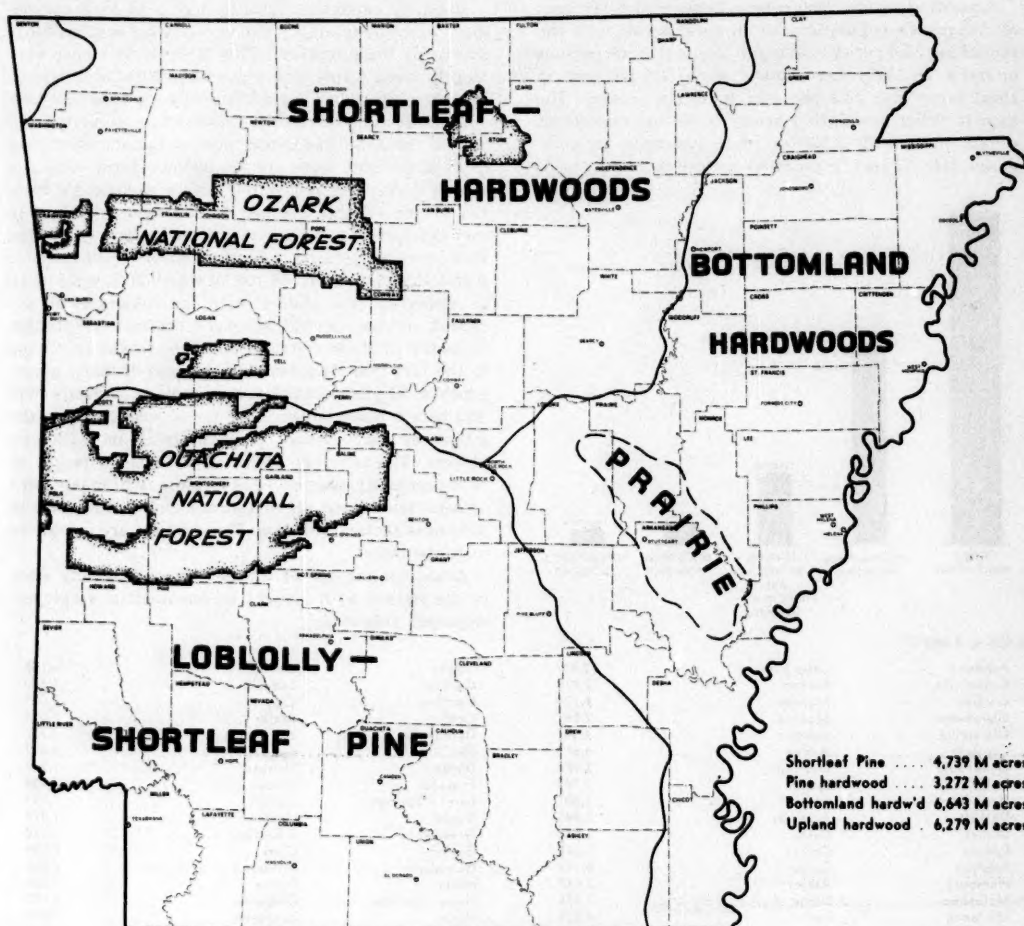
Recently expanded industry has paid high compliance to the adaptability and capacity for responsibility shown by these workers. This labor force comes very largely from farms where mechanization is providing a continuing source for additional high type workers.

Statistics supplied by the Employment Security Division of the Arkansas Department of Labor reflect that, as of May, 1950, there are 285,000 non-farm wage and salary workers employed in the state, excluding domestic service. Of this number, 71,000 were employed in manufacturing industry. Applications on file in the Employment Security Division offices at the end of April, 1950, numbered 46,400, of which 39% were listed as skilled or semi-skilled, with the remainder in unskilled, service, clerical, sales and professional occupations. Out of the 46,400 total, 12,024 were women. Owing to the fact that Arkansas is composed of many homogeneous, English speaking communities, industry will find here a place where labor is not susceptible to the influences that prevent peaceful relations with employers. The inherent desire of Arkansas's people to be independent, plus low-cost housing, will make home owners, tax payers, school patrons and church goers of Arkansas factory workers. These things are conducive to contentment.

Arkansas has one of the best records of any state in the nation with respect to harmonious employer-employee relations.

Cabot	Lonoke	1,146
Carlisle	Lonoke	1,410
Corning	Clay	2,029
Cotter	Baxter	1,085
Dardanelle	Yell	1,762
Des Arc	Prairie	1,602
Dierks	Howard	1,249
England	Lonoke	2,134
Eureka Springs	Carroll	1,937
Gould	Lincoln	1,074
Greenwood	Sebastian	1,628
Gurdon	Clark	2,389
Harrisburg	Pointsett	1,500
Hazen	Prairie	1,264
Heber Springs	Cleburne	2,107
Hoxie	Lawrence	1,855
Huntsville	Madison	1,006
Jacksonville	Pulaski	2,478
Judsonia	White	1,122
Lake Village	Chicot	2,475
Leachville	Mississippi	1,226
Lepnat	Pointsett	1,676
Lewisville	Lafayette	1,219
Lonoke	Lonoke	1,568
Luxora	Mississippi	1,302
McNeil	Columbia	1,143
Manila	Mississippi	1,723
Marshall	Searcy	1,182
Monette	Craighead	1,106
Mountain Home	Baxter	2,201
Mountain View	Stone	1,039
Murfreesboro	Pike	1,075
Nettleton	Craighead	1,371
Ozark	Franklin	1,749
Rector	Clay	1,827
Sheridan	Grant	1,883
Smackover	Union	2,479
Star City	Lincoln	1,297
Stephens	Ouachita	1,273
Tuckerman	Jackson	1,354
Waldron	Scott	1,283
Wilson	Mississippi	1,389

# TIMBER



Shortleaf Pine ..... 4,739 M acres  
 Pine hardwood ..... 3,272 M acres  
 Bottomland hardw'd ..... 6,643 M acres  
 Upland hardwood ..... 6,279 M acres

Arkansas ranks 5th among the Southern states and 8th in the Nation in the production of forest products.

The approximately 20 million acres of forest land in Arkansas are estimated to have a total commercial timber stand of 35 billion board feet and an additional 151 million cords of growing stock. Forest land is owned by: farms 31 per cent; industrial 18 per cent, public 13 per cent, and 38 per cent by non-farm, non-resident or non-wood-using industries.

The State normally produces about 1.6 billion board feet of lumber per year, but it is estimated that by continued good forest practice the annual sustained cut could be at least three billion board feet per year.

	Saw Timber Per Cent	Cordwood Per Cent
Pine (shortleaf & loblolly) .....	50	42
Red, Black & Tupelo Gum .....	10	13
Red Oak .....	9	12
White Oaks .....	11	11
Pulping hardwoods (Cottonwood, Willow, Tulip) .....	2	2
Ash & Hickory .....	4	5
Non-pulping hardwoods (Lesser Oaks, Elms, Sycamore, etc.) .....	8	10

Nearly 2,000 wood-using plants operating in Arkansas furnish products valued at over \$160,000,000 annually, and employ 65,000 persons in mills and woods.



With the advent of the first sawmill at Helena, some 110 years ago, the forests of Arkansas started to take a major role in the state's industrial progress. For many years now, they have not only supplied the raw materials for one of the most important industries, but have also afforded posts, poles and fuel for over two hundred thousand farmers.

Drain has been heavy on this bountiful gift of nature, but, in the case of Arkansas, not to the point of utter depletion as has occurred in so many states of the nation. Over 60 per cent of the state's area, some 20,053,000 acres, is still covered with some form of forest growth, large portions of which are virgin timber. This is despite the fact that Arkansas ranked fifth among Southern states in 1949 in lumber production.

This commendable combination of production and conservation can be traced to the dual efforts of the lumber industry and state forestry supervision. The forest conservation project at Crossett has gained nationwide recognition as one of the most scientific approaches yet developed for the ever-growing forestry problem that faces the entire country.

The fundamental principle of this project is to maintain and increase forest growth at the same time that production is kept under full headway. This principle is largely responsible for the fact that the state's 1,650 sawmills steadily produce about 1.6 billion board feet per year. Another 300 million feet goes into cooperage, handles, veneers, and plywoods.

Annual production is rounded out with 800 thousand cords of pulp and chemical wood, some two and a half million crossties, 38 million fence posts, 100,000 poles and piling pieces, and about two million cords of fuel wood.

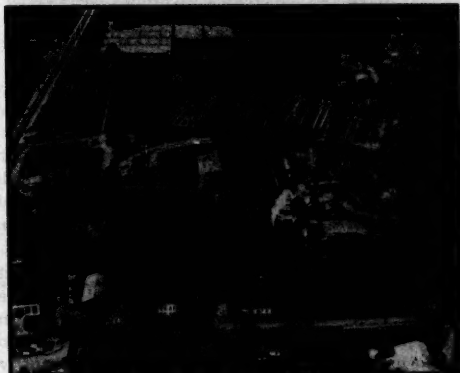
With all this production turned out each year, there are still left standing seven and a half billion cubic feet of sawtimber and over six billion cubic feet of pole timber.

Experience has taught Arkansas that timber grows like a crop and therefore should be harvested as scientifically as any other crop; that the excellent soils of the state are especially conducive to forest growth;

that forests, to attain maximum production, must be vigilantly protected and skilfully managed.

The results of application of such knowledge is illustrated by an incident that occurred in the recent past at Crossett. A group of forestry experts were inspecting the saw logs that were being fed into the huge Crossett mill. A particularly fine butt log was halted for inspection, and one of the onlookers called attention to the even and widely spaced growth rings that occur only in fully matured timber. Reference to the pedigree of the tree from which the log had been cut revealed the interesting fact that the tree was one that had been planted after the Crossett project was put under way. Further inquiry disclosed that what was true of that one log was true of many others—that a considerable amount of the current cut had been grown from seedling to maturity since the operation started.

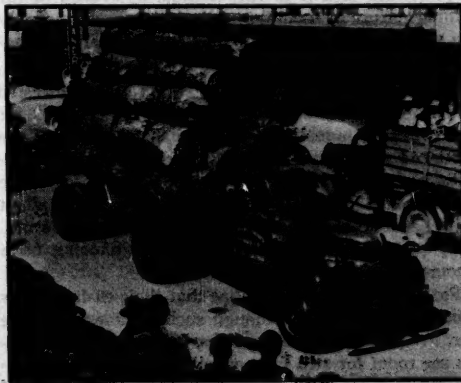
Timber owners and operators, large and small, are now adhering to the timber cropping methods initiated at Crossett, and nature is lending full cooperation. Coupled with its timber growing soil, Arkansas enjoys a climate that makes for a long growing season. Ample rainfall makes the soils of the alluvial flood plains of



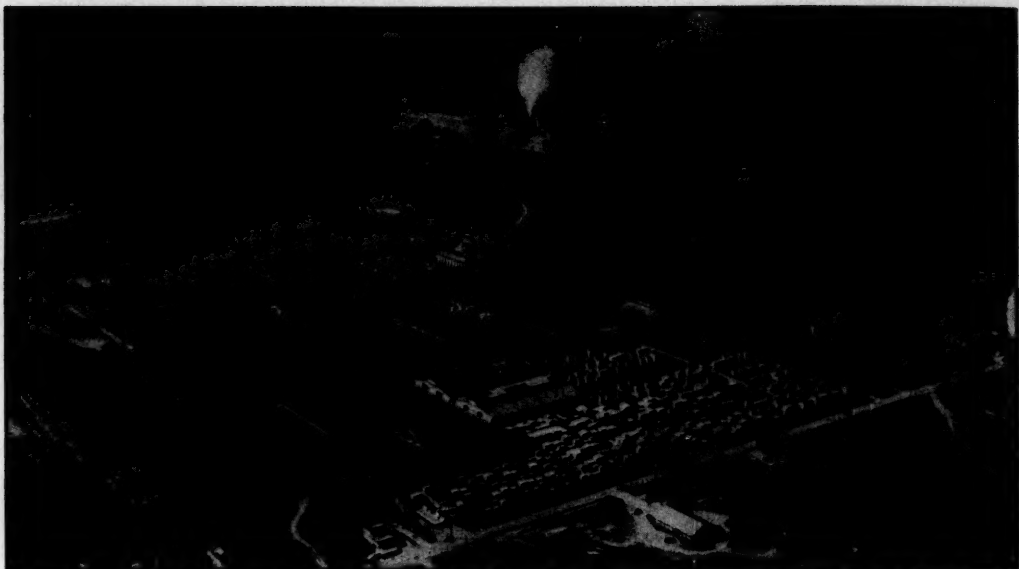
Aerial view of the Arkansas Oak Flooring Company plant in Pine Bluff.



Selective cutting guarantees a perpetual growth of fine timber in Arkansas.



Load of hardwood on route to Bruner Ivory Handle Company at Hope.



Aerial view of Crossett Companies, operators of lumber mills, paper mill, and chemical plant, at Crossett.

West Arkansas a natural environment for the production of loblolly and shortleaf pines, intermixed with oak, gum, hickory and other hardwoods in varying proportions. In the Mississippi flood plains to the east, growth is even more diversified, with less pine and more hardwood. There is to be found a luxuriant assembly of cypress, cottonwood, gum, oak, hackberry, pecan, elm, ash, and hickory.

From the Ozark mountain region of Northwest Arkansas comes what its growers are pleased to call the flavoring agent for Kentucky Bourbon whiskey. In that region are produced the white oak staves that go to make up the kegs and barrels in which a vast quantity of the beverage is aged and which are said to contribute strongly to its flavor. Also found in the region are red oak, gum, hickory, ash and cedar. While tree growth is somewhat slower in this section, by reason of the thinner nature of mountain soil; forest growth is making substantial progress, with recently planted seedlings showing unusually robust development.

Aside from these parts of the state that are forested with the primary purpose of supplying materials for woodworking industries, many acres of woodland are scattered widely over farms throughout the state. Almost as great a possibility is envisioned for these modest patches as for the solidly forested areas, albeit their benefits may be of a somewhat different nature. They offer excellent opportunity for enhancing farm income.

Farmers of Arkansas realize that their cash incomes should be increased. Although such incomes, over the past five years, have jumped nearly 300 per cent, farmers see room for still further improvement when comparison is made with other incomes in other parts of the country. Since farm woodland improvement and

cultivation will contribute to the timber industry and at the same time increase over-all farm productivity, Arkansas farmers are giving more and more attention to development of this phase of their economy.

One hundred dollars worth of furniture contains less than ten dollars worth of dimension lumber and veneer! Ten dollars worth of pulpwood at the mill is processed into more than one hundred dollars worth of paper. In many chemical processes to which forest products are subjected the ratio of value added by processing is even greater.

Products of the forest have never been in greater demand than at present. As new uses for them are originated in the laboratories, new facilities for processing them are required, creating new opportunities for the employment of capital, management and manpower.

Much timber has been shipped out of Arkansas in the form of logs and dimension stock to manufacturing plants in other states, but the present trend is toward the creation and development of processing plants located close to sources of supply, in Arkansas.

Kraft paper mills at Crossett and Camden, Arkansas—furniture manufacturing plants at Little Rock, Benton, Camden and Fort Smith—handle, stave, hardwood-flooring and other types of plants turning basic forest products into goods of higher value are widely scattered over the timber sections of the state—yet the timber processing in all of these plants is small compared to the vast amount of timber produced in Arkansas forests!

Further development of timber processing in Arkansas provides many opportunities for enterprising men and capital in the immediate present, and in the future.

# MINERALS

Arkansas possesses valuable mineral deposits. For many years it has been a heavy producer of the fuel minerals—petroleum, coal and natural gas. In recent years, moreover, increasing production of non-fuel minerals has been contributing a steadily growing share to the economic wellbeing of the state. In 1949, fuels accounted for 71 per cent of total mineral production; the remaining 29 per cent being made up of metallic and non-metallic minerals.

Ranking now 22 among the states in value of minerals produced, production is definitely on the uptrend, having risen from \$29 million in 1939 to \$133 million in 1949.

## OIL AND GAS

Arkansas has oil and gas fields in the southern part of the state and gas fields in the northwestern section. Although oil has been found to date in only seven southern counties (Calhoun, Union, Columbia, Ouachita, Nevada, Lafayette and Miller), Arkansas ranks tenth among the oil producing states of the nation with reserves which are estimated to be in excess of 300 million barrels. Daily production of oil and gas distillate average about 85,000 barrels.

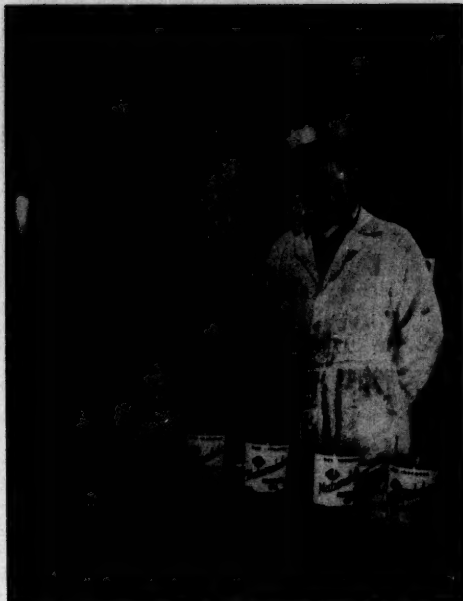
The daily rates of production are governed by policies of the Arkansas Oil and Gas Commission based on the optimum rate of flow for the oil and gas pools of the state. The operation of this Commission in the conservation of waste and the promotion within the state of the most modern and economical oil production methods has set a successful pattern for other states.

A large percentage of the oil produced in Arkansas is refined within the state. Arkansas's six refineries currently process in excess of 58,000 barrels of crude oil daily.

Natural gas reserves in south Arkansas are estimated to be in excess of 900 billion cubic feet. Gas reserves in northwest Arkansas (Franklin, Crawford, Sebastian, Johnson and Pope counties) are estimated at about 85 billion cubic feet.

Approximately 170 million cubic feet of natural gas is being produced daily in the south Arkansas area and about 13 million cubic feet of gas daily in northwest Arkansas fields. A considerable part of the gas produced from south Arkansas fields is returned to underground formations to maintain reservoir pressure and insure higher ultimate recovery of crude oil from these reservoirs. All the gas produced in northwest Arkansas is sold to gas utility companies.

Natural gas is piped through and into the state by a system of pipelines operated by the Arkansas-Louisiana Gas Company, the Arkansas-Nevada Company, the Western Arkansas Gas Company, the Fort Smith Gas Company, Texas Gas Transmission and Texas Eastern Company. Pipelines from these companies reach many of the principal cities and towns of the state supplying natural gas for both domestic and commercial use.



Canning Naturalube motor oil at the Lion Oil Company plant in El Dorado.

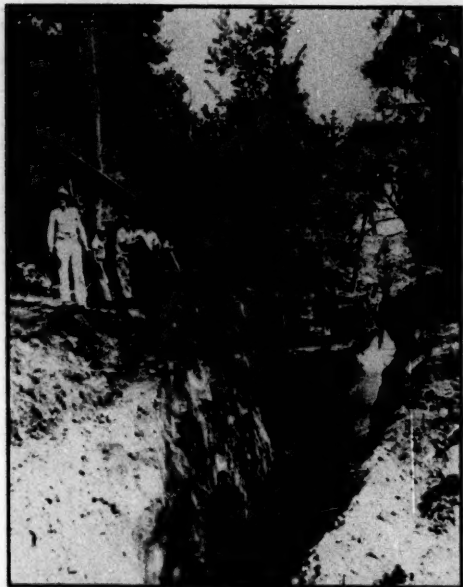
Finished petroleum products are transported to the river port on the Mississippi River at Helena, Arkansas, by the El Dorado-Helena product pipeline operated by Project Five Corporation. Crude oil pipelines criss-cross the oil producing area and a 20-inch crude oil pipeline originating in Texas crosses the state en route to eastern United States points.

## BARITE

Barite has shown a phenomenal rise in importance to the mineral industry of Arkansas. Initial production began in 1939 with 2,500 tons of barite produced at a value of \$16,000 which increased by 1949 to 363,389 tons at a value of \$6,104,935. Arkansas now ranks 1st in the United States in production of this mineral. Arkansas barite is used entirely in the weighting of oil well drilling muds. Developed deposits are in Hot Spring County, one flotation plant being located at Malvern, the other at Magnet Cove. Crude mine-run barite averages 57%  $\text{BaSO}_4$ , with a minimum specific gravity of 4.2. Ore reserves in the Malvern area are estimated at 15,000,000 tons containing 40%  $\text{BaSO}_4$  or better. Recently additional large deposits have been discovered in Montgomery County and a plant to process the ore is to be constructed in this area.

## BAUXITE

Arkansas produces over 94 per cent of the bauxite or aluminum ore mined in North America. Produc-



Crew laying natural gas transmission line across the White river near Fayetteville for Arkansas Western Gas Company.

tion in 1939 was 361,690 tons and rose in 1943 to 6,080,000 tons—an increase of 1,500 per cent due to the war emergency. Arkansas bauxite is of high grade. According to the "available alumina" classification of bauxite (alumina less 1.1 times the silica), grades of ore mined range from available alumina of 48 per cent or higher (grade A) down to 32 per cent (grade C). An estimate of the average of mined ore is about 53 per cent  $Al_2O_3$ , 12 per cent  $SiO_2$ , and less than 6 per cent  $Fe_2O_3$ . Ore analyzing over 32 per cent available alumina is utilized in the modified Bayer process alumina plant at Hurricane Creek. Estimated reserves of 32 per cent or higher ore on January 1, 1950, were 40,000,000 long wet tons recoverable ore. Between 1898, when mining was begun, and the end of 1949, 35,170,000

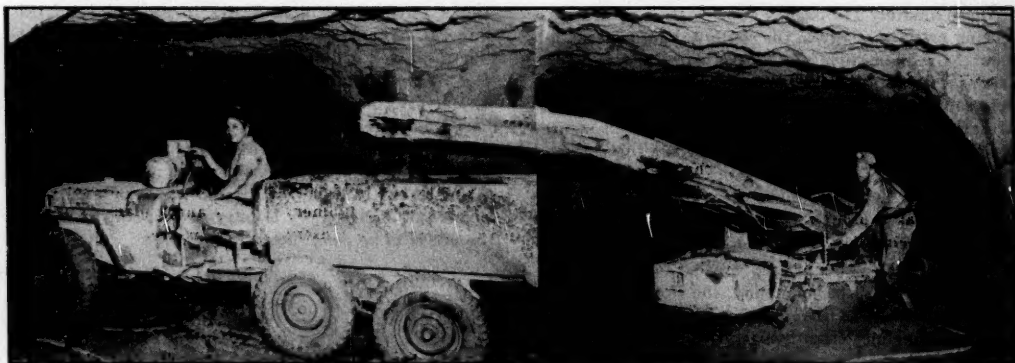
long tons of the ore have been mined, about 47 per cent of the total known deposit. Most mining has been by open pit stripping, however, the percentage of underground mines will continue to increase as the shallow deposits are depleted. During the war, Defense Plant Corporation constructed the Hurricane Creek alumina plant near Bauxite, Arkansas, and Jones Mill aluminum plant near Hot Springs, Arkansas, representing an investment of \$78,000,000. Although the major production goes to the manufacture of metallic aluminum, non-metallic consumption has increased in the manufacture of industrial chemicals, aluminum oxide abrasives, activated bauxite for gasoline and the synthetic rubber industry and cement. Arkansas now has two extrusion mills, three die casting plants and a tube factory.

## CLAY

Perhaps no other mineral operation in Arkansas has a greater supply of raw materials than that which lies at the disposal of the ceramic industry. There are six brick plants in the State manufacturing building brick, tile, and refractory brick; one plant manufacturing sewer pipe and drain tile, and three potteries. The chief source of clay used is from the Wilcox formation, which outcrops southwestward from Little Rock to the state line near Texarkana. The clay is of high grade, burning gray to buff for face brick. Large deposits of high alumina kaolinitic clay associated with the bauxite should prove suitable for refractories.

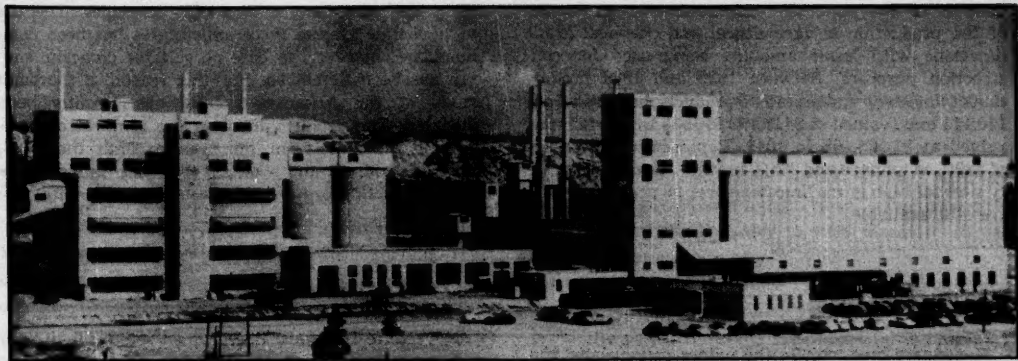
## COAL

Coal is one of the most important mineral resources of Arkansas. Production of bituminous and semi-anthracite coal totaled 1,004,589 tons during the year ending June 30, 1950, coming from about ninety mines in Sebastian, Logan, Franklin, Johnson and Pope Counties in the central western part of Arkansas. Mining is both by underground and stripping methods with stripping operations accounting for one-third of total



Electrically operated portable conveyor speeds up the mining of bauxite near Little Rock.





At this plant of the Minnesota Mining and Manufacturing Company in Little Rock roofing granules are produced.

production during 1949. In general the coal increases in hardness and decreases in volatile matter from the western part of the field to the eastern. Johnson and Pope Counties produce a high grade semi-anthracite smokeless coal which finds a ready northern market, particularly in those cities having anti-smoke requirements. Coal in the middle and western districts ranks from high volatile bituminous to semi-bituminous and accounts for about 75 per cent of the total Arkansas production. Tests and reports from coal operators indicate that much of this western Arkansas bituminous coal is suitable for coking purposes. An ideal coke for steel furnaces is currently being made from a blend of 10 per cent to 25 per cent Arkansas coal with either Utah or southern Colorado coals.

## CRUSHED STONE

Large deposits of stone suitable for crushing and use in construction are available throughout the northeastern half of the State. Dolomite, novaculite, limestone, sandstone, and syenite have been used for this purpose.

## DIMENSION STONE

Limestone suitable for dimension stone is quarried in the vicinity of Batesville, Independence County. It is a uniform light gray in color and relatively hard. Crystalline limestones or marbles occur in the White River basin area of north Arkansas. Though the deposits contain gray, pink, and brown varieties, black marble is the only type recently produced.

## GLASS SAND

Enormous reserves of almost pure silica sand occur in the St. Peter sandstone formation chiefly along the White and Buffalo Rivers of northern Arkansas. Good exposures range through ten counties particularly along the river bluffs where the formation averages 40 feet in thickness. The sand from this region is equal in grade to that produced in Missouri, Illinois, and Minnesota from the same formation. The entire glass sand production of the State comes from Guion, Izard County. Arkansas has at present two glass plants at Ft. Smith, one making bottle glass and the other producing plate glass. There is also a small bottle glass plant at Jonesboro specializing in glass novelties. The Calico Rock sandstones in Stone, Izard, Baxter, and Fulton Counties, and the Kings River sandstone in Carroll and Madison Counties contain sand equal in grade to that of the St. Peter sandstone formation; however, they have not yet been developed commercially.

## GYPSUM

Gypsum outcrops in Arkansas in Pike and Howard Counties and is being mined near Highland in Pike County by both quarrying and underground operations. The gypsum is chiefly the pure saccharoidal type with thin seams of satin spar with maximum thickness of twenty-four feet. Reserves are unknown but believed to be fairly large. Entire production at present is used in the manufacture of Portland cement.

## LIMESTONE

The limestones and dolomites of northern Arkansas form the basis for one of the major quarrying in-

dustries of the state. At present the larger portion of the production is agricultural and chemical grade limestone with lesser amounts being used for construction purposes. Between 1939 and 1949 production of limestone and limestone products increased from 110,114 tons, valued at \$417,193 in 1939 to 538,415 tons valued at \$1,525,108 in 1949. Representing increases of 489% in tonnage and 365% in value. Numerous quarry sites for high grade limestone over 98 per cent  $\text{CaCO}_3$  are still available.

## MANGANESE

Manganese ores, chiefly the oxides psilomelane and hausmannite, are produced from the Batesville-Cushman area in Independence County. Although an appreciable amount of carbonate ore has been produced, it is now largely exhausted. Mining is chiefly by underground operations. Production during 1949 was 37 per cent greater in quantity than in 1939, and during the war period two concentrating mills were constructed. This is one of the few deposits of manganese on this continent.

## NEPHELINE SYENITE

Nepheline syenite is a granite-like rock that occurs principally in Pulaski and Saline Counties. Up to the present time the syenite has been used only for construction purposes; however, a large plant now utilizes

it in the manufacture of roofing granules. The use of nepheline syenite in ceramic wares has been commonplace, however, to date no suitable domestic supply has been developed. For this reason, a thorough study of the Arkansas syenite has recently been initiated. The problem involves the removal of iron-bearing minerals from the syenite. Both the U. S. Bureau of Mines and a major chemical company are now conducting ore dressing tests on the syenite.

## NOVACULITE

Novaculite is a hard fine-grained sedimentary rock composed almost entirely of silica. The novaculite, 2 to 10 feet thick, outcrops from Pulaski County westward to Polk County. Finished novaculite is used in varied shapes as oilstones, whetstones, and abrasives. A large tonnage is also crushed and used as railroad ballast. Arkansas ranks 1st in production and reserves.

## SAND AND GRAVEL

Over 4 million tons of sand and gravel were taken from gravel pits and stream and river beds for construction purposes throughout the State during 1949. Reserves are known to be great, with especially extensive deposits in the coastal plain area in the eastern and southern portions of the State.

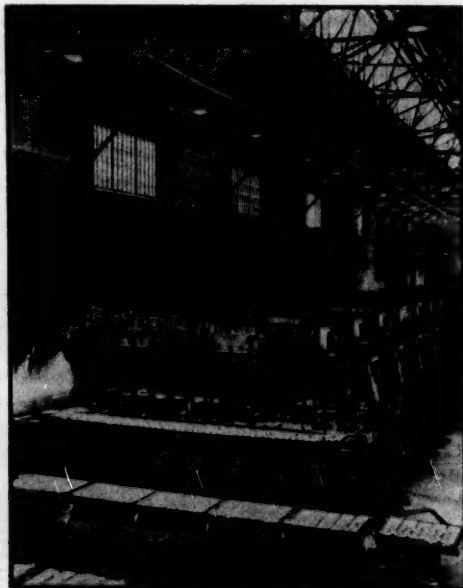
## TITANIUM

The principal titanium deposits in the State are those of the Magnet Cove area in Hot Spring County where the titanium occurs in two distinct types of deposits, rutile and brookite. Rutile has been produced from the Magnet Cove area intermittently from open pits since 1932. Although a substantial tonnage of ore has been developed, metallurgical problems have hindered all operations, and there is no current production. The U. S. Bureau of Mines at Rolla, Missouri, is conducting ore dressing tests on the rutile ore at the present time. Though there has never been any production in brookite, a small tonnage has been developed and metallurgical tests have indicated that economic recovery can be effected. Efforts are now being made to get the brookite ore into production.

Ilmenite deposits have been reported in Howard County and the Division of Geology is now investigating the extent of these deposits.

## TRIPOLI

Tripoli, a very finely-divided form of relatively pure silica, occurs in several large deposits notably



One of the aluminum potlines of the Reynolds Metals Company at Jones Mills reduction plant.

in Benton, Hot Spring, Garland and Montgomery Counties. Production at present is limited to the deposit in Garland County.

## ZINC ORE

Zinc ore has been produced intermittently in the State from the deposits in the northern section. The deposits are widely distributed but individual deposits are small. Two smelters at Forth Smith, Arkansas, produce metallic zinc.

## BENTONITE

Small deposits of bentonitic clay in Saline and Hot Spring Counties and deposits of volcanic tuff in Howard County are being investigated by the Division of Geology for possible commercial applications.

## CHALK

Large deposits of chalk suitable for agricultural limestone outcrop in the southwestern part of the state. Although it is being used in the manufacture of Portland cement, none of the deposits are being utilized for agricultural limestone. The chalk is uniform in composition averaging 87 per cent  $\text{CaCO}_3$ . Best quarry sites are near White Cliffs and Foreman in Little River County.

## DIAMONDS

Arkansas has the only known deposit of diamonds in place in North America. The diamonds occur in peridotite pipes near Murfreesboro in Pike County. Production figures are incomplete, but it is estimated that approximately 48,000 stones, with an average weight of one-fourth carat, have been produced since their discovery in 1906. Eight to 10 per cent of the stones are of gem quality. Although there has been no production since 1931, a geomagnetic survey has recently been conducted in search for buried peridotite plugs. If results are successful mining may be resumed in the near future.

Even though diamond wealth has never been counted by Arkansas as one of the state's major mineral resources, the industry at least holds the distinction of being the only one of its kind in the nation. Until such time when the results of the survey mentioned above can be ascertained, it cannot be known whether or not the range of this wealth may be greater than developments thus far have indicated.

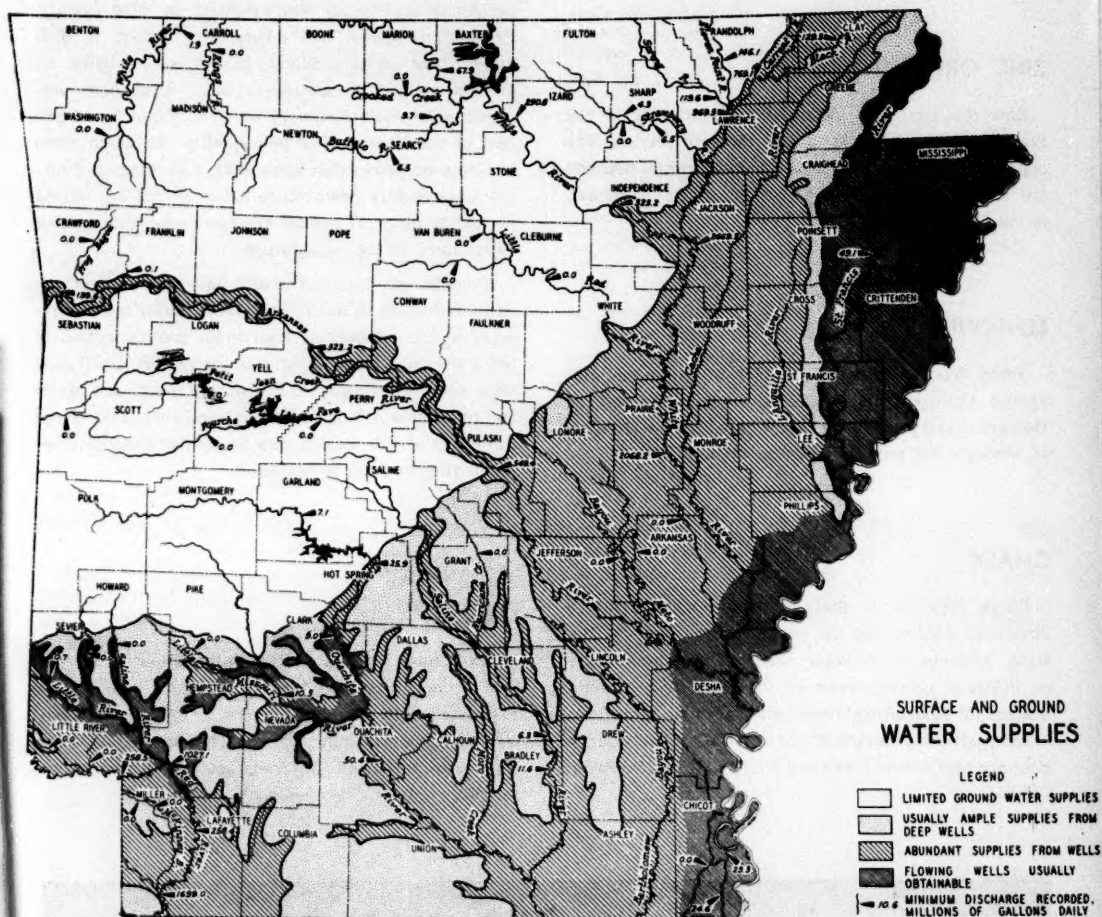
## LEAD

Lead has been produced intermittently in the past from the north Arkansas district where it is associated with the zinc deposits and from the west-central Arkansas mineral belt. The deposits in both regions are small and scattered, factors which have thus far hindered their development.



Magnet Cove Barium Corporation's operations near Malvern. With production of over 200,000 tons of barium sulfate, this company is now the second largest producer in the world.

# WATER



Arkansas is abundantly supplied with good quality water for domestic, commercial and industrial purposes.

The southern and eastern parts of the State lie in the Coastal Plain and Delta regions. In this area great quantities of surface water are available from the Red, Ouachita, Arkansas, White, St. Francis and Mississippi Rivers. Where surface water is not available, ground water is present in large quantities and may usually be obtained from wells drilled to a depth of from 100 feet to 1,200 feet. Water from these wells has a temperature ranging from 55° to 70° F. This ground water sometimes contains iron, but is usually of such quality

that it requires no treatment for use for most industrial purposes.

The northern and western parts of the state are hilly and mountainous. Although ground water in this area is limited, the existence of numerous streams, a broken terrain and formations that lend themselves well to the construction of dams, renders the impounding of surface water comparatively simple and inexpensive.

With few exceptions, Arkansas's major rivers and tributaries are free of pollution. The State Board of Health is pursuing a definite policy to prevent pollution of the State's bountiful rivers and streams.



# AGRICULTURE

Cattle are grazing in many former cotton fields in Arkansas, and in others, vegetables, fruits, legumes and small grains thrive. Arkansas has held its high place among leading cotton producers of the nation but a significant change has occurred in its agricultural pattern. The western half of the state has gone out of the cotton producing business.

Farmers are keeping pace with industrialists as Arkansas moves ahead in the field of production. Modern machinery and methods, here as in the rest of the country, make farming a more efficient enterprise. The mule drawn plow is being replaced by the tractor, and flame cultivators kill weeds which formerly waited for the hoe. Airplanes spread seed, insecticide and fertilizer quickly over countless acres of rice or cotton.

But the principal change in Arkansas agriculture is more far-reaching than mere modernization. It is the movement of cotton from out of the hill sections of the state and its concentration in the delta areas. Arkansas is producing as much cotton as ever but only about half as much land is required to grow it as was used for the crop 15 years ago. Per-acre yields have doubled because of use of better adapted varieties, more suitable fertilizers and more efficient cultivation methods.

Twenty years ago cotton grew on almost every farm in the state and the average yield was about 175 pounds of lint per acre. The western half of the state, which includes the Ozark and Ouachita mountains and their foothills, then produced as much cotton as the eastern part.

Now about 90 per cent of the state's cotton crop is grown in the eastern half of the state where level lands

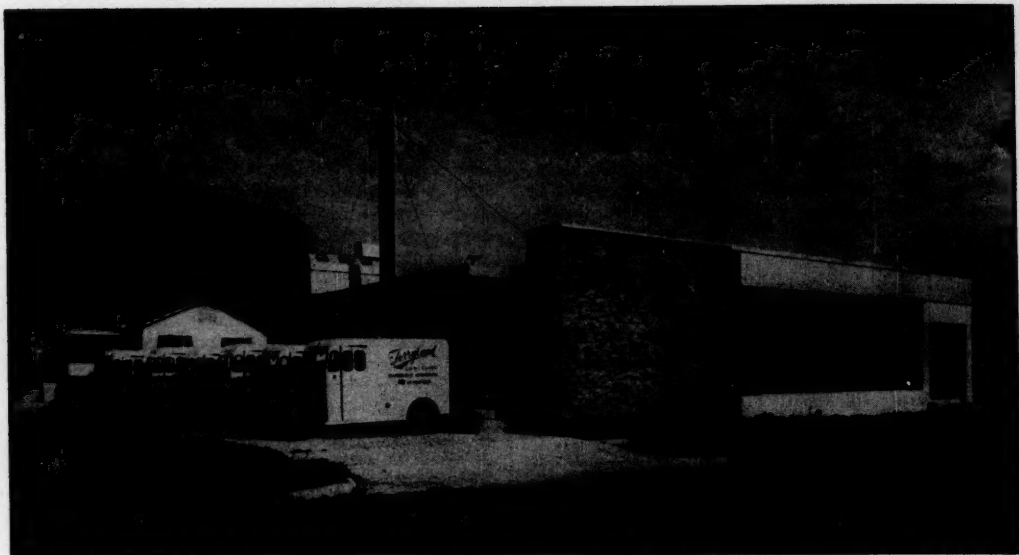
reduce the hazards of erosion and encourage the use of machinery. The average yield for the state is now about 412 pounds per acre. And even in the delta, cotton acreage has been reduced. Farmers are growing alfalfa, corn, soybeans, oats and hay in diversified farming programs.

Year-round pastures now cover many former cotton fields and the livestock industry has become one of the most important sources of income for Arkansas farmers. In 1949, 28 per cent of the state's income from farm marketing came from the sale of livestock and livestock products. Twenty years earlier only 17 per cent of the farmer's cash came from this source. Beef cattle, dairy cattle, hogs, poultry and eggs all share in this increase. Much of the state is well suited for sheep raising and in these areas wool and spring lambs contribute substantially to the farm income. Beef cattle numbers have been increasing since 1936. Commercial production of broilers has grown into an important industry in northwest Arkansas in the last 15 years. Annual production is 38 million broilers and gross poultry income is valued at 62½ million dollars.

Increasing emphasis is being placed on feed production, especially pasture improvement and the growing of hay and silage. For Arkansas is not yet self sufficient in the livestock business—its animals require about \$18 million dollars of feed from other states each year. Bankers and civic bodies have joined the Extension Service of the University of Arkansas College of Agriculture in promoting pasture contests to insure the permanency of the dairy and beef cattle programs regardless of what happens to the feed price ratio. When



Picking chickens for freezing and packing in plant at Bentonville.



New plant of Terry Dairy Company at Pine Bluff, one of the many hundreds of new plants in Arkansas.

the proper combination of pasture plants are grown and good management is practiced Arkansas pastures will provide grazing practically the year around. Winter cover crops are grown extensively to provide livestock feed and to reduce erosion during the winter

months. Last year's winter grain and legume crop was 200,000 acres greater than the state had ever grown before and a hay crop of 1,887,000 tons set a new record.

Dairying now brings Arkansas an annual cash income of almost \$30,000,000. Approximately 400,000 cows produce 1 1/3 billion pounds of milk each year but the demand for dairy products still exceeds the supply. In addition to fresh milk, the state's dairy products include 210,000,000 pounds of milk sold to creameries and 23,000,000 pounds of farm processed butter. Milk production per cow is above the pre-war average.

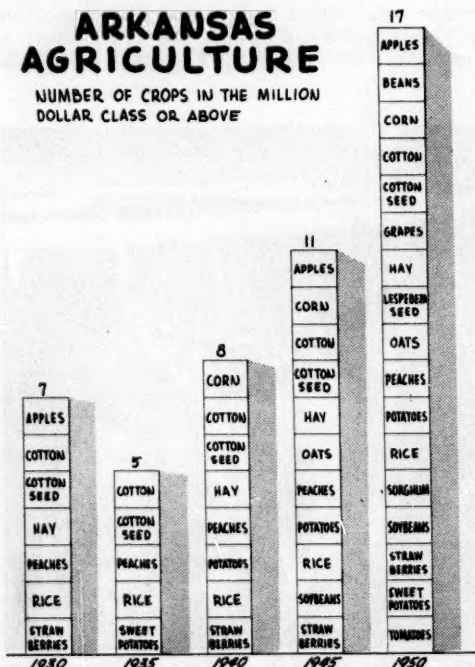
Pork production is increasing, especially among farm families who are growing enough meat to supply their own needs. Ninety frozen food locker plants in the state provide modern facilities for the preservation of this meat. Cash income from sales of hogs, pork, and lard is over 36,000,000 dollars annually. Feed supplies are being utilized to better advantage by growing higher type swine.

Cotton is still the state's major crop. Planters are constantly seeking new means of producing better cotton cheaper to meet competition of synthetics and foreign growers. Arkansas farmers are making good progress in improving the quality of their cotton. They are keeping step with the national program which urges: fit cotton into balanced farming, take care of your soil, get together on the best variety, make your labor count, control insects and diseases, pick and gin for high grade, and sell for grade, staple and variety value.

In 1937, the year before the cotton improvement program began, 60 per cent of Arkansas's cotton was shorter than one inch while in 1949 only 9.4 per cent was under one-inch in staple length. Last year 98 per cent of the state's crop was within the 15/16 to 1 3/32-inch length, a classification which only 80 per cent of all American grown cotton attained.

## ARKANSAS AGRICULTURE

NUMBER OF CROPS IN THE MILLION DOLLAR CLASS OR ABOVE



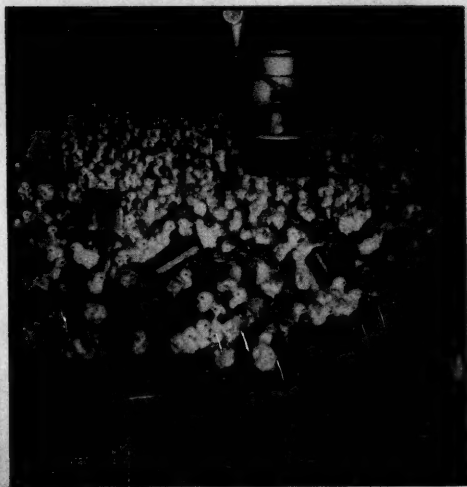
Use of improved varieties is also increasing. In 1938, 2,973 farmers were members of quality improvement groups and planted 60,744 acres to adapted varieties. In 1949, 19,630 members planted over 1 million acres to adapted varieties. Mechanization is reducing the labor required to grow a cotton crop. The Extension Service reports more than 70,000 acres were cross-cultivated in 1949 as compared to 40,000 the preceding year. Flame cultivators, mechanical cotton pickers, herbicidal oils, airplanes, and other machinery are replacing hand and horse labor on many of the larger plantations.

20½ million bushels of rice were grown in Arkansas last year, with a value of over 37 million dollars. New driers, towering like giant silos in the flat rice country, make it possible to harvest the crop without the long drying in shocks in the fields, where it was subject to the ravages of blackbirds and winter weather. Improved varieties, developed by the Experiment Station of the University of Arkansas, make up the greater part of the state's production.

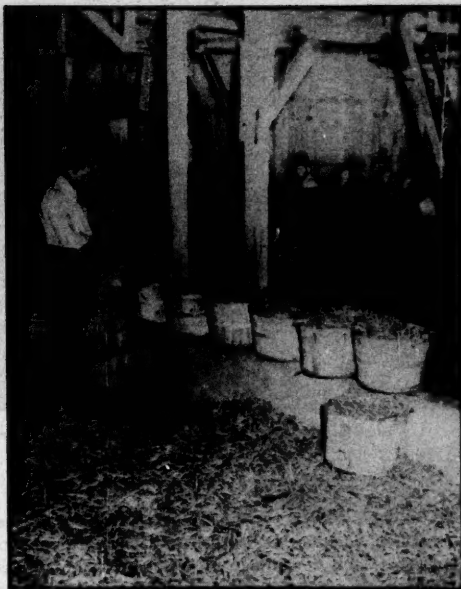
More than 5.8 million bushels of soybeans were grown last year, the largest crop on record although the acreage was smaller than in preceding years. Farmers used good varieties and improved cultural practices to obtain this yield. Hybrid corn has replaced the open pollinated kind in 60 per cent of the state's corn acreage.

Although corn remains the dominant feed produced in Arkansas, oats are becoming increasingly important as a source of feed. Oats provide as much feed as corn, may be grown at a lower production cost, are a more dependable producer and are better suited to a land use program.

Arkansas is important as a fruit producing state. Apple orchards and grape vineyards cover large portions of the Ozark regions. Boysenberries, Youngberries and blackberries are also grown commercially.



Chicken raising has become a big industry in Arkansas.



String beans being prepared for packing in one of the plants of the Allen Canning Company at Siloam Springs.

Strawberry production is a major crop in at least two sections of the state—the White county area which is second only to the Hammond, La., area as a strawberry producing center. This 3½ million dollar industry draws buyers from cities of the East and Mid-West to the little town of Bald Knob each year at harvest time. At the height of the strawberry season refrigerator cars and trucks jam the railroad yards waiting to be loaded with fresh fruit as the buyers compete with each other to bid it in.

More peaches from fewer trees proves that Arkansas orchardists are doing a better production job. Cover crops, insect control and other good cultural practices have increased yields 66 per cent in the last decade while the number of trees has declined 16 per cent. This means that the average peach tree in the state now yields twice as much fruit as it did ten years ago. In 1939 a few hundred acres of cover crops proved the value of this practice and by 1947 about 25,000 acres of peach orchards were seeded to winter legumes. Peach production in the state now totals about 2,412,000 bushels annually.

Trial plantings of head lettuce, cauliflower, broccoli, celery and asparagus are being encouraged by the University of Arkansas in an effort to produce vegetables which will get a preferred position on the market. A study of production areas and their marketing seasons has shown that these crops can be brought on the market at times when production from present major producing areas is low. New improved varieties are being adopted as demonstrations show their value.

Arkansas is divided into three major agricultural areas. Differences in soil and climatic conditions cause a wide variation in the farm enterprises of these areas.



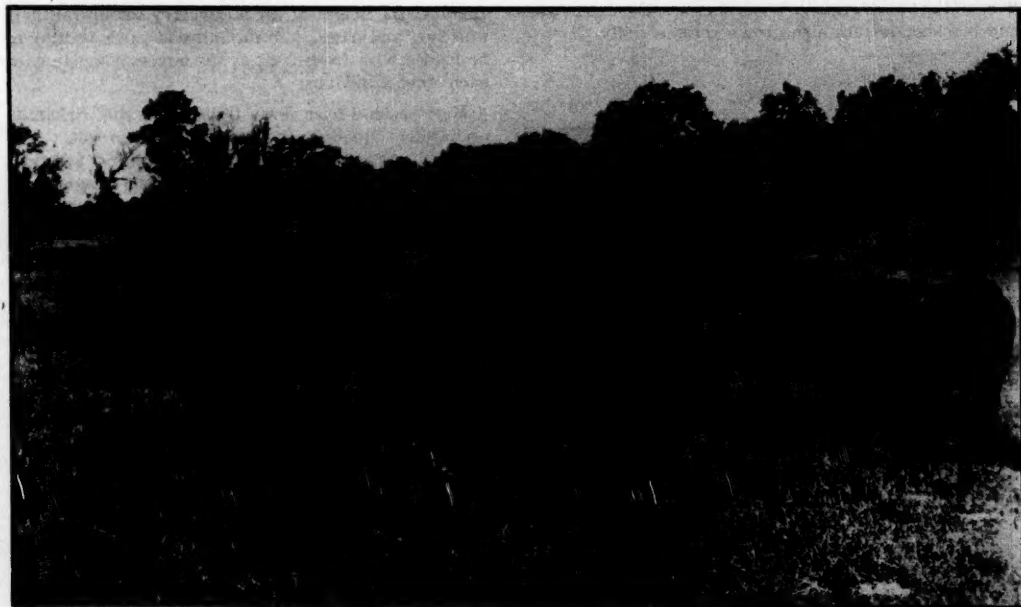
Herd of Hereford beef cattle in Arkansas pasture. Livestock has become a major industry in the state.

The upland area, into which about half of the state is classified, includes the Ozark and Ouachita mountains. This land is subject to serious erosion unless proper cropping practices are followed. Except for some bottom lands it is not generally suited to row crops. Livestock, hay, small grains, fruit and vegetable production are the major agricultural enterprises in this section. Farms in this area average about 110 acres.

Coastal plains cover approximately one-fourth of the state and are located in south Arkansas. Fine sandy loams predominate in this area of gently rolling lands. Erosion here, too, must be controlled but the land re-

sponds well to good practices. The agriculture of this area is made up generally of family-sized cotton farms, averaging 80 to 100 acres, with some fruit and vegetable farms. Corn, hay, oats, sweet potatoes, peanuts, fruits and vegetables are grown and, as in the upland regions, timber is important.

The delta consists of the fertile alluvial soils which lie along the Mississippi, Arkansas and Red rivers. The problem of erosion here gives way to that of drainage and flood control. The rice area, in the east and central parts of the state, is made up of silt and clay soils with an impervious subsoil. Farms in this area are rela-



Typical of the herds of Black Aberdeen-Angus cattle on farms throughout the state.

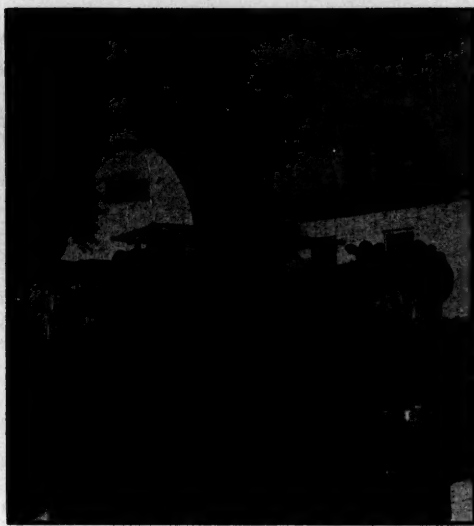




Hogging corn in the field. Hog production is a mainstay for many an Arkansas farmer.

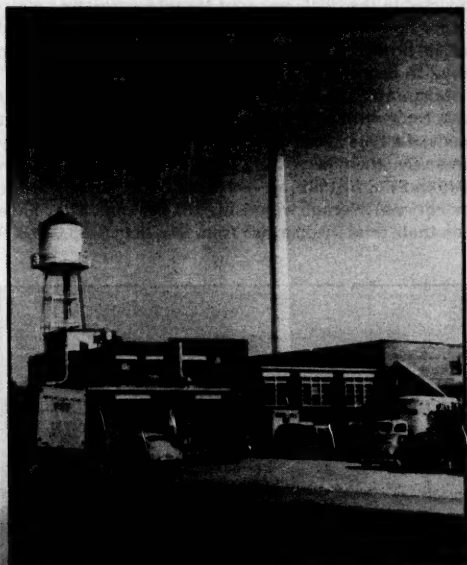
tively large, averaging about 150 acres. Large farms are necessary for the efficient use of heavy machinery and water needed in rice production. The cotton area is made up of clay and clay-loam soils.

While Arkansas is making a great effort to develop itself through more industry, she has at the same time put a great deal of insurance into her agricultural production. In 1935 she had five crops, cotton, cotton seed, peaches, rice and sweet potatoes, producing a gross in-

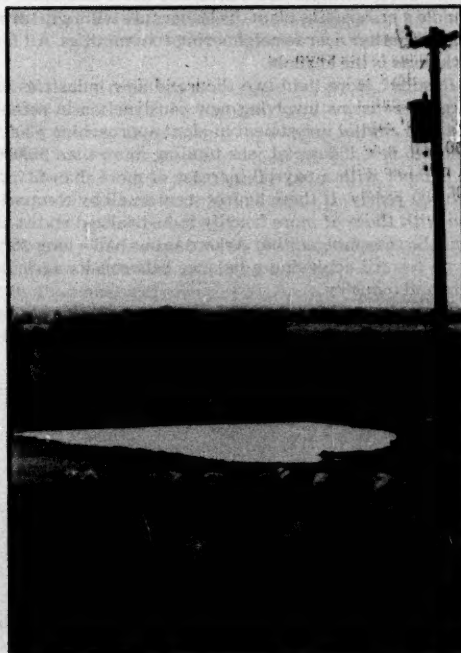


Modern barn and herd in a leading dairy area.

come of a million dollars and more each. In 1949 she had seventeen crops producing a million dollars income and above. They were apples, beans, corn, cotton, cotton seed, grapes, hay, lespedeza seed, oats, peaches, potatoes, sweet potatoes, rice, sorghum, soybeans, strawberries, and tomatoes.



The modern condensing plant of the Pet Milk Company at Salem Springs.



Pasture improvement programs have greatly aided Arkansas's livestock program. Nearly every farm has a stock pond.

# MANUFACTURING

Shoes to wear, watches to live by, food—packaged and processed—and hundreds of other basic everyday needs of the people are the kind of products being manufactured by the people of Arkansas in new plants that have been developed in the state in the last few years.

Industrially Arkansas has undergone a revolution. Long famous for her natural and mineral wealth, post-war Arkansas has gained recognition for her potential industrial development. During the years since World War II her industrial program has exceeded that of other states to such an extent that some of the early industrial areas have become alarmed about the Arkansas movement.

In the words of one of the state's foremost citizens, Arkansas "has rolled up its sleeves and is on the march."

Every town, from the largest to the smallest, is steamed up over the possibilities for obtaining additional industries and payrolls. The whole state is in a ferment of activity designed to end once and for all Arkansas's traditional dependence on agriculture and primary processing for its income.

Tradition also is being broken, for a state split sharply between cotton plantation lowlands and the Ozark uplift, by the degree of unity achieved in this struggle to improve the state's economy. Business men, government officials and educators are all working closely together toward the establishment of more manufacturing plants in Arkansas, either by outside concerns or by home-State enterprises. Where one town is unable to handle a prospective plant, its leaders are willingly turning the matter over to neighboring communities. All for Arkansas is the keynote.

Results? More than two thousand new industries or large expansions involving new construction in recent years. A capital investment in plant approaching \$200,000,000, new industrial jobs totaling more than 55,000 in number with a payroll increase of more than \$175,000,000 yearly. If these figures seem small by comparison with those of more heavily industrialized states, it must be remembered that Arkansas has had a long way to go toward achieving a balance between its agriculture and industry.

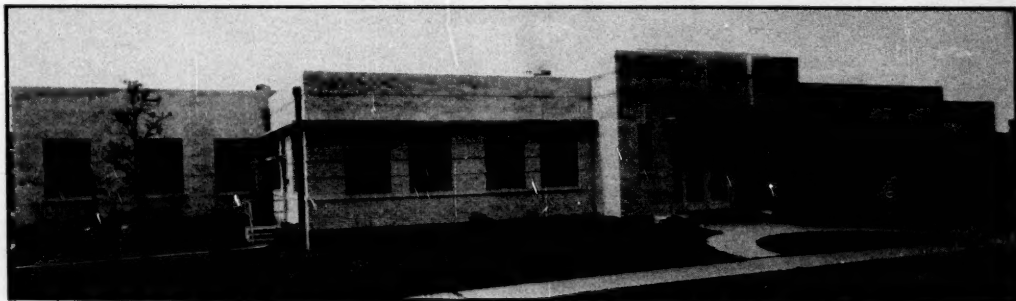
That picture is changing now. A new Arkansas is emerging—one that gives promise of being better bal-



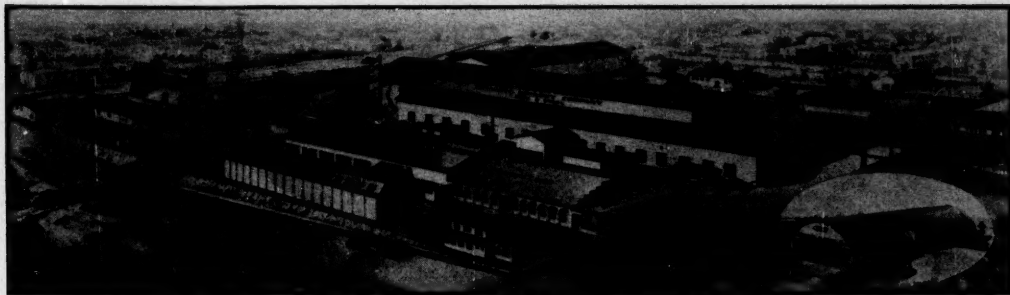
Producing electric lamp bulbs in Little Rock factory of Westinghouse Electric Corporation.

anced economically and of providing a permanently improved market. World War II and the investment by the federal government of more than half a billion dollars in Arkansas war plants provided the stimulus. At its wartime peak, manufacturing employment in the state rose to about 93,000. Today, with the war plants converted to civilian industries, manufacturing jobs have leveled off to about 75,000—nearly double the total reported in the 1939 Census of Manufactures. And when plants now under construction or definitely projected are in production, such employment will continue to move to new high levels.

Arkansans are keenly conscious of the benefits that have come with new manufacturing plants turning out goods of a type never before produced in the state. They have seen their per capita income jump from \$252 in 1940 to \$778 in 1949, an increase of 209 per cent while the national average was rising 131 per cent. They have seen their total income rise from less than \$493,000,000



Modern factory of the Stebbins and Roberts Paint Company in Little Rock.



Plant of Arkansas Foundry Company in Little Rock.

in 1940 to more than \$1,443,000,000 in 1949. Wages and salaries which had totaled \$229 millions in 1940 increased to around \$721,000,000 in 1949.

Value of manufactures soared from \$160 millions in 1940 to \$719 millions in 1949 as estimated by the Bureau of Research, University of Arkansas. Bank deposits increased 307%, wholesale and retail sales increased by 306%.

Of course, entering this picture was the sharp gain in income from agriculture. Value of Arkansas farm production, which in 1940 totaled \$160 millions rose to \$535 millions for the 12-month-period ending October 1949. But playing its part in this farm income upswing was the vastly improved home market created by additional canning and freezing plants, meat packing establishments and dairy products plants.

Arkansas, in common with other Southern states, is being pushed toward increased industrialization by the pressure of increased farm production achieved with fewer man-hours of agricultural employment through the spread of farm mechanization. One example will suffice. On a 1,700-acre truck farm near Van Buren, the same production that formerly required the services of 45 workers is now being obtained through increased use of machinery with eight employees.

Cotton acreage is about half what it was in Arkansas 15 years ago but yield of lint per acre has doubled and is now crowding 400 pounds. Production is being concentrated in the delta sections as marginal farmers turn to other crops and livestock. On the big plantations, mechanical cotton pickers, choppers and flame weeders, combined with check plowing or cross culti-



Suite of bedroom furniture manufactured in plant of Camden Furniture Company at Camden.

vation can be expected to reduce farm employment still further. Arkansas' agricultural labor force dropped during the war from 650,000 to around 270,000 and yet production was maintained. These displaced farm people must find other jobs—either in Arkansas or elsewhere. Arkansas is making a determined effort to provide those jobs—in industry.

Basically, Arkansas offers a fertile field to industries using raw materials. It has 22 million acres of forest with an annual increment of more than 2 billion board feet of commercial timber. It has 350 million barrels of known oil reserves, 1,300 million cubic feet of nat-



Main plant of Rensselaer Corporation at Jacksonville, where cotton insecticides and other agricultural chemicals are produced.



Plant of Visking Corporation in North Little Rock.

ural gas, 800 million tons of semi-anthracite coal, 97 per cent of the nation's commercial grade bauxite, enormous reserves of limestone, glass sand, syenite, sand and gravel, special clays, novaculite, tripoli, marble, barite and lignite. Also found in commercial quantities are manganese, lead and zinc, mercury, titanium, asphalt, chalk and marl.

The state produces normally 1.6 million bales of cotton, 21 million bushels of rice, 40 million chickens, 3 million bushels of peaches, 6 million bushels of soybeans (largest production in the South), 1.6 million tons of hay. It is an important producer of beef and dairy cattle, hogs, corn, potatoes, oats, apples, grapes, vegetables, strawberries, melons and pecans.

Many of the new industries Arkansas has gained in the past several years are based on these resources. Chase Bag Company is producing multiwall paper bags in its plant at Crossett from Arkansas paper which is being used also by Dixie Cup Company in its Fort Smith paper cup factory. Arkansas paper is used by the Ham-

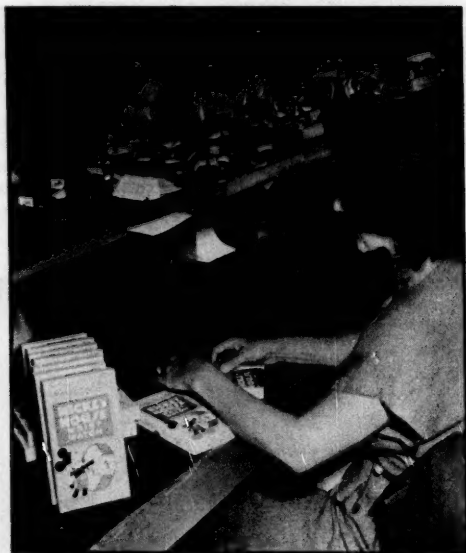
mond Bag Co. of Pine Bluff. Lion Oil Company, spending several million dollars to convert and enlarge an anhydrous ammonia plant near El Dorado, is producing ammonium nitrate for fertilizer and nitric acid from Arkansas natural gas.

American Can Company in its plant at Fort Smith is producing cans for Arkansas spinach, tomatoes, beans and other vegetables and fruits, 10 million cases of which are packed annually by some 170 Arkansas canneries. Pet Milk Company at Siloam Springs and Kraft Foods Co. at Bentonville, and Berryville are condensing or turning into cheese part of Arkansas' big milk production.

Arkansas Rice Growers Association has built the largest and most modern rice mill in the world at Stuttgart, along with huge reinforced concrete driers at Lonoke, Hazen, Wheatley, McGehee, Newport, Hickory Ridge, and Jonesboro. C. R. Walton Rice Mill at Stuttgart has a \$400,000 plant producing specially processed rice. Trailmobile, Inc., at Fort Smith is producing truck bodies from Arkansas woods, which are also utilized for Chrysler Town and Country auto bodies by Pekin Wood Products Co. in its greatly enlarged plant at Helena, by new furniture factories, handle mills and in prefabricated houses and garage operations.

National Lead Company and Magnet Cove Barium Corp., are processing Arkansas barite; the first solvent process cotton oil mill in the world has been built at Delta Products Company at Wilson; Tex-Ark Rock Wool Corporation has a plant at Texarkana to blast Arkansas marl into rock wool insulation; Reynolds Metals Company is operating the gigantic alumina and aluminum plants built at a cost of some \$80,000,000 by Defense Plant Corp., near Little Rock and Hot Springs.

These are a scant few of the scores of new industrial plants which have been established recently to process natural resources of Arkansas. Many more have been located in Arkansas because of the outstanding war record of Arkansas labor, its productivity, its intelligence and its conservative, friendly attitude toward the employer. Additional factors are the mild climate, growing importance of the Central and Southwestern market, favorable transportation facilities, low taxes and the abundance of outdoor recreation facilities for hunting, fishing, picnicking, and the large number of small towns in which the worker is a social entity in the community.



Making wrist watches in plant of U. S. Time Corporation in Little Rock.



Westinghouse Electric Corporation selected Little Rock as the site for a \$3,000,000 incandescent lamp factory, influenced perhaps by the favorable experience of U. S. Time Corporation which is employing 700 persons in its Little Rock plant. Visking Corporation is producing unwoven cotton fabrics and plastic sausage casings in its North Little Rock plant.

The giant International Shoe Company is a bell-weather in the movement of the shoe industry into Arkansas. International has established five plants in Arkansas—at Conway, Russellville, Searcy, Bald Knob and Batesville. Arkansas, which never had a leather working plant prior to 1945—has 11 shoe factories in production. Shoe companies entering the state include Brown, Millius, Ed White, Jr., Frolic Footwear, Trim-foot. Others are looking for locations.

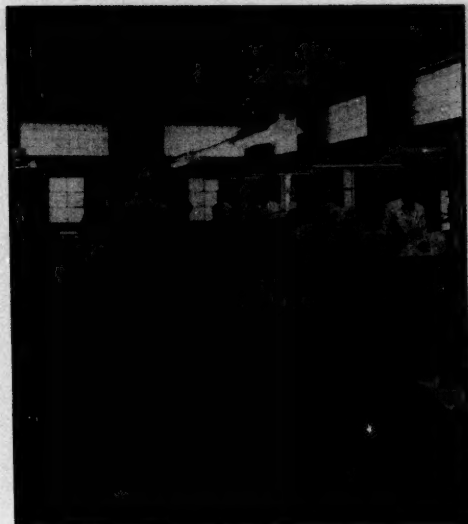
Textile manufacturers have come into the state also. Oberman & Co., Shanhouse & Sons, Crompton Shenandoah, Monticello Cotton Mill, Ely Walker, N. & W. Overall Co., Rice-Stix Dry Goods Co., all have plants in operation.

Munsingwear, Inc., is making nylon hosiery at Rogers, Ark., Stebbins & Roberts, Inc., paint brushes in Little Rock, Hollywood-Maxwell Company, women's brassieres at Arkadelphia, Wood Manufacturing Company, fishing lures at El Dorado, Grapette Manufacturing Co., beverage syrups at Camden, Ben Pearson Company, bows and arrows at Pine Bluff, Walridge Knitting Mills, women's bobby sox at Jonesboro, Harrison Tool & Die Casting Co., parking meters at Harrison, and Southwest Manufacturing Company, baseball bats and aluminum fishing boats in Little Rock.

One of the most remarkable aspects of the Arkansas industrial scene is the exceedingly rapid expansion that has taken place in the number of home-owned and managed manufacturing plants. These are producing processed foods and feeds, wood products, chemicals, metal goods and a great variety of miscellaneous articles.

Arkansas who got into manufacturing during the war, those who learned new skills elsewhere in that period and men returning from the armed forces have entered this type of business on an increasing scale and are finding it easier to obtain local financial backing as the state has accumulated more capital available for investment in such enterprises.

This is really the crux of the combined program being carried on by the Arkansas Economic Council, State Chamber of Commerce, the Arkansas Resources and Development Commission, The Bureau of Research, University of Ark., and certain business institutions to build a balanced economy for Arkansas independent of industry owned or controlled outside of the state. This latter type of plant is sought and welcomed to Arkansas but emphasis in the postwar development planning has been laid on inducing Arkansas management to carry the processing of Arkansas resources further than it has in the past and the being obtained led Dr. Paul Chapman, dean of the College of Agriculture, University of Georgia, to remark recently that Arkansas had done more toward the industrial processing of its agricultural production than possibly any other Southern state.



Making shoes in plant of International Shoe Company at Searcy.

How did this new spirit of energy and development activity arise in a state that had not done too much with its rich resources in the past? It had its inception during the war years in formation by business men from all over Arkansas of the Arkansas Economic Council. This organization, spearheaded by its president, dynamic C. Hamilton Moses who is also president of Arkansas Power & Light Company, provided the initial impetus. When Governor Sid McMath of Hot Springs took office in January, 1949, he immediately threw the weight of state government behind the movement and it has mushroomed in interest and effectiveness since.

In 1943, a statewide meeting of business men was held in Little Rock. Production was booming, war plants were employing thousands, the capital city was thronged with troops from nearby Camp Robinson, new factories were springing up over the state to make articles useful in the war effort. And these business men decided that some organization should be set up to seek postwar retention of this new industry, to stimulate the trend of manufacturing toward the Southwest and to insure that Arkansas men and women, returning from military service, should have jobs waiting for them when they got home.

With Mr. Moses at its head, the Economic Council thus formed set about organizing county units with a progressive, active chairman in each of the state's 75 counties. Seventeen statewide committees were appointed—dealing with such subjects as Forestry and Wood Products, War Plant Reconversion, Manufacturing, Recreation, Water Utilization and Flood Control—and a determined effort made to awaken each town in Arkansas to the opportunities before it and the urgency of the task.

Upon organization nationally of the Committee for Economic Development, the Arkansas Economic Council undertook the CED program in Arkansas and under



Assembling fractional horsepower motors at plant of Redmond Company in Jacksonville.

the state chairmanship of W. M. Shepherd of Little Rock made an outstanding record in this work.

Early in 1945, the Economic Council was merged with the Arkansas State Chamber of Commerce and simultaneously, the Arkansas Legislature set up, the Arkansas Resources and Development Commission which absorbed independent state agencies dealing with Agriculture and Industry, Forestry and Parks, Geology, Publicity, Flood Control and Soil Conservation, and Planning.

As the outgrowth of a series of staff meetings, it was decided to coordinate work of the Council-State Chamber, the R. & D. Commission and Bureau of Research. Meetings were held jointly throughout the state, programs discussed at staff conferences and publications distributed on a cooperative basis. Mr. Moses stumped the state, addressing gatherings of business men in 60 counties, urging them to seek new industries based on locally abundant resources.

The Economic Council-State Chamber made labor surveys, issued small business specification sheets, community survey manuals and forms, helped organize local chambers of commerce and worked with the communities in developing industrial prospects.

The Resources and Development Commission also has worked at the community level, employing industrial engineers to assist local industrial developments. It increased markedly the number of soil conservation districts in Arkansas, worked for better publicity for the state, promoted utilization of native minerals.

An Institute of Science and Technology at the University of Arkansas was established with the idea that research should be useful to industry. They have set up industrial pilot plants to study costs and methods in crop processing. They began a study of Arkansas coal,

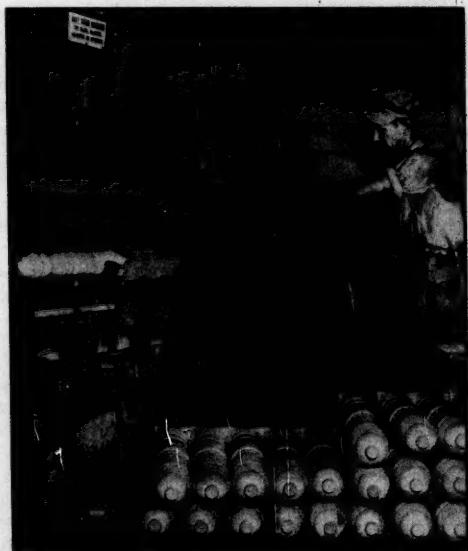
undertook wood research, and an extensive study of markets for Arkansas products with a view to determining which might be more extensively processed within the state. For example, a study nearing completion will point to the possibilities in further processing of vegetable oils in this state, one of the large producers of cotton and soybean oil. Experts have also been loaned to Arkansas industries to work on specific projects.

Through its extensive connections with business men in all sections of the state, the Economic Council-State Chamber has endeavored constantly to hammer home the thought that in the last analysis, only community action can be effective in building up Arkansas industrially, in providing new wealth through off-the-farm jobs in manufacturing and the service trades, in obtaining the improvements that make towns more attractive and better places in which to live.

That the combined efforts of these organizations have met with success may be seen in the organization or reactivation during the past five years of 20 local Chambers of Commerce, many of whom have employed full-time secretaries, in the formation of nearly two dozen Industrial Development Corporations for the purpose of securing new plants. These local non-profit corporations have provided industrial buildings for a number of concerns locating in Arkansas, either on a basis of full cost amortization or nominal rentals.

At the end of three years of this sort of effort, Arkansas business men know more about their state's resources than they have ever known and alert, awakened communities are vying keenly with each other for new industries.

Typical of the new economic order in Arkansas is Minnesota Mining & Manufacturing Company's recently completed \$3,000,000 roofing granule plant in Little Rock, Root Petroleum Company's big new 100-octane



Turning massive table legs with automatic lathe in plant at Little Rock.

gasoline refinery at El Dorado, the \$1,000,000 sulphuric acid plant to be built in North Little Rock by Southern Acid & Sulphur Corp., Diamond Alkali's chlorine plant at the Pine Bluff arsenal, as well as such other plants as the International Shoe plant at Conway where 500 workers are employed, and the big Westinghouse lamp plant project at Little Rock.

The new roofing granule plant at Little Rock employs 150 men, all but seven of whom were hired in the vicinity of that city, thus showing how establishment of a large industrial plant benefits the people of a locality by providing jobs as well as bringing money into local business coffers, with purchase of materials and supplies. The granules are used on a number of asphalt roofings which are said to withstand severe weather conditions. Enough granules will be produced a year to cover 1,200,000 houses a year.

Arkansas has bettered its lot economically since 1940 to a considerably greater degree than has the nation as a whole and that feat has been accomplished by the hard work and constructive energy of its own people.

Industrialization in Arkansas, brought about by World War II industries and an ever increasing number of privately owned manufacturing plants, has created a situation that is a dominant factor in any plans for expansion and development of industrial facilities. One of the consequences of these industrial operations is a large force of factory trained labor to man new manufacturing industries.

Arkansas labor has established an enviable record in war plants and peacetime industries and has demonstrated that the people of the state are qualified to quickly and thoroughly acquaint themselves with the discipline of factory work and with mass production methods.

What do the people of Arkansas want in their cities and towns? They want not only a balanced agriculture and industry, but better living, social and cultural conditions. They want hospitals, better streets, more sidewalks, playgrounds for children, libraries, better sewage disposal, new school buildings, concerted city beautification programs, public rest rooms, parking lots, zoning regulations that mean something, more payrolls, swimming pools . . . a thousand and one improvements, many of which cost little in money but which repay enormously in increased civic pride.

Arkansas communities know what they want. Their group thinking has been crystallized into hard specific form, and they are on their way. This has been accomplished through a program known as "Build Your Home Town Program."

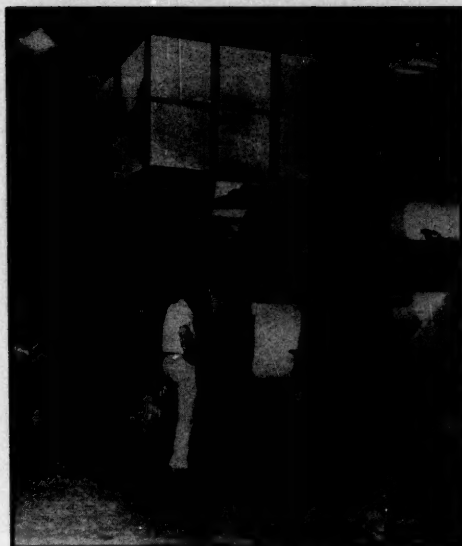
"Operation Bellyache" one editor labeled it.

Thousands heard about it from the vocal spokesman for their cause, who like a circuit-riding preacher of progress told the Arkansas Story.

Uncounted millions read about it, or were caught by its sweeping force, and were motivated to ask, "What is this Arkansas Plan?"

More than 50,000 citizens were marshalled into action by the telling of the Arkansas Story, by the selling of the Arkansas Plan, and by the work of men known as Community Development Counselors.

It was a new thing, this idea of "Communities in Action . . . Arkansas on the March . . . Arkansas Forward."



Paper making machine in one of Arkansas's two paper mills.

It came of age in Forty-Nine. Two years of postwar participation in the Build your Home Program by the end of 1949 had convinced the most skeptic observers.

Among them was a newspaper editor, who in 1947, criticized:

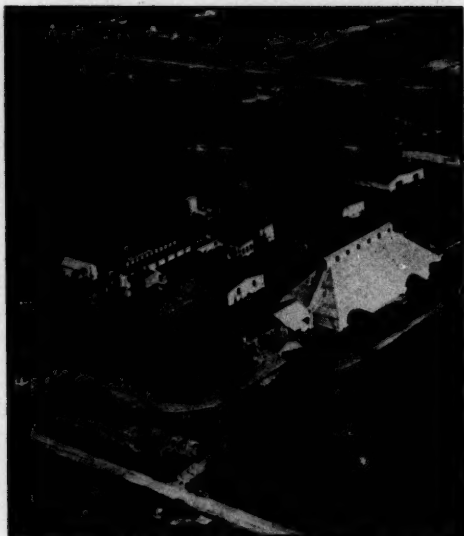
"Your plan has a false face and won't last. You talk about more factories, not families; about more machinery and money, not men and women; about more business, not better living and social conditions. You've got to provide better educational, social, cultural and spiritual values for a community first."

Co-sponsorship of the Build Your Home Town undertaking by the state government along with Arkansas Power & Light Co. and other business interests makes the project unparalleled in history. Business is organized through the Arkansas Economic Council, captained by C. H. Moses, president of Arkansas Power & Light Co. Government channels its support through the Resources and Development Commission. Technical and research assistance comes from the University of Arkansas' Institute of Science and Technology.

This teamwork between a state and its business-citizenship gets results. Four community development counselors, one from the Resources and Development Commission, one an Economic Council staff man, and two from Arkansas Power & Light Company contribute a share of their time.

Fifty Thousand Speak: By year's end, they had conducted 102 Community Clinics in that many towns. Over 50,000 citizens had voiced their opinions in "Operation Bellyache."

Chambers of Commerce and other interested organizations provide the local framework for the clinics. Counselors invite some 30 citizens to each clinic session, which lasts an hour. There are three or four sessions daily, 12 or 15 meetings in each town.



Plant of Blytheville Cotton Oil Company.

Citizens listen to the plan of action. They become a forum on community development. Everybody suggests and criticizes. The little man gets as big a voice as the mayor or banker.

"What's the short-term, and the long range project for your town?"

When the counselors get their replies, they pose another question:

"Are you willing to put work with your words—help to realize this project?"

Over ninety per cent of the thousands who had ideas agreed to work for them.

Voice of Freedom: "Literally, they are a people in action; masses combined in the greatest movement ever to come from the heads and hearts of people who believe

in the Arkansas Story," says Mr. Moses. He wasn't still for a moment during the months which proved his Arkansas Plan.

Before tens of thousands in every part of Arkansas, and to uncounted gatherings away from his home state, Mr. Moses supplied the voice that would return a country to sanity. It wasn't the voice of a Brass Hat, nor a swivel-chair bureaucrat, nor of labor, nor of management, nor of a farmer, nor of a lawyer. It was the simple, humble voice of a man pledged to return government from Washington to the crossroads.

People were reawakened with a new spirit—a spirit embellished by the results of their combined labors. New leadership developed in all communities.

For the first time since the pre-war era, Arkansas began to report a positive gain in resources.

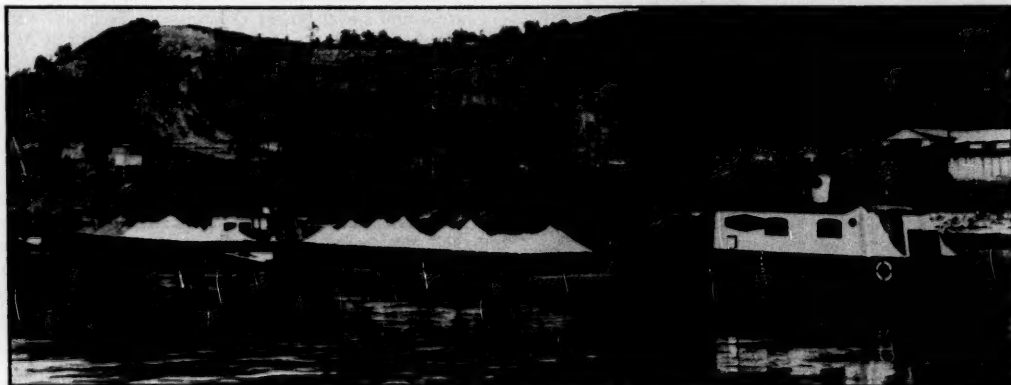
During 1947-49, the number of persons entering the state exceeded those who left it.

Young and old awakened to their opportunities. They quit waiting for outside capital and new industry to build their cities. They sketched blueprints for better home towns. Libraries and municipal centers, school-houses and churches, bright, modern business sites reared on the horizons of Arkansas home towns.

Hard-surfaced streets, adequate sewerage systems, new parks and nice playgrounds, privately-financed housing, and industrial foundations for attracting new processing and finishing plants were the tangible facets of the home town plan.

Community Development would get bigger in 1950. Governor Sid McMath announced the state would have two men to devote full time to the program. Four Industrial and Area Development staffers would work either full or part-time, and with one Economic Council man make a total of seven at work on the grassroots movement.

"Good citizens can't quit," cautions Mr. Moses. "There is no escaping the citizen's responsibility. Upon him rests the future of our people, and the soundness of our American Enterprise system."



Quarry and plant of Big Rock Stone and Material Company at Little Rock.



# POWER

Arkansas is the hub of a large interconnected power network comprising major production and transmission facilities in this state as well as in Louisiana, Mississippi, Oklahoma, Tennessee, Kansas, Southern Nebraska, Southern Missouri and Eastern Texas. During the last war, these power systems were correlated and integrated in order to make available the large blocks of power necessary for the war plants in the area. At that time the country was sadly in need of aluminum for airplanes. Arkansas had an abundance of bauxite from which aluminum is made, and those responsible for the war effort decided to locate an aluminum plant in Arkansas. The power required to operate this plant greatly exceeded the total power requirements of the state prior to the war, and no one system had sufficient reserves to carry this load. An integration and correlation resulted. This system, called the Southwest Power Pool, made available sufficient power to serve this tremendous additional load. These same integrated facilities are now available for serving industrial areas in practically every section of the state.

Through the long-range planning of four of the major electric companies of the Southwest which operate in the state, Arkansas has had and will continue to have an adequate and dependable supply of low-cost electric power for all purposes.

These four companies are the Arkansas Power & Light Company, Arkansas-Missouri Power Company,

Oklahoma Gas & Electric Company, and Southwestern Gas & Electric Company.

Power is produced from both steam-electric and hydro-electric generating stations located throughout the areas served by these companies and interconnected by means of a major grid transmission system that assures a continuous supply to the entire state. Supplementing the generating capacity of these four companies are firm contracts for additional power from neighboring companies bordering the four sides of the state.

The generating capacity of these neighboring companies and of systems as far removed as Corpus Christi, Omaha and Cincinnati is available by displacement at all times in case of an emergency, through the largest interconnected transmission system in the world.

Arkansas' transmission network is interconnected to the east with systems whose generating capacity totals more than 18 million kilowatts; to the south and southwest with systems whose generating capacity exceeds 1½ million kilowatts and with systems to the west and north totaling more than one million kilowatts.

This network of transmission lines which cross the state from border to border north, east, south and west provide the supply for the spiderweb of feeder lines that reach out to every community and hamlet in Arkansas.

Within the state and tied in to the transmission network the four major electric companies have in excess of 376,000 kilowatts in steam electric generating capacity and 65,000 kilowatts in hydro-electric generating capacity. In addition to the generating capacity of the electric companies, the government has two multipur-



New 100,000 kilowatt-steam electric station of Arkansas Power & Light Company at Lake Catherine, where generating capacity is being doubled.



Harvey Couch steam electric station of Arkansas Power & Light Company, with capacity of 35,000 kilowatts.



The 100,000 kilowatt Cecil Lynch steam-electric station of Arkansas Power & Light Company near Little Rock.

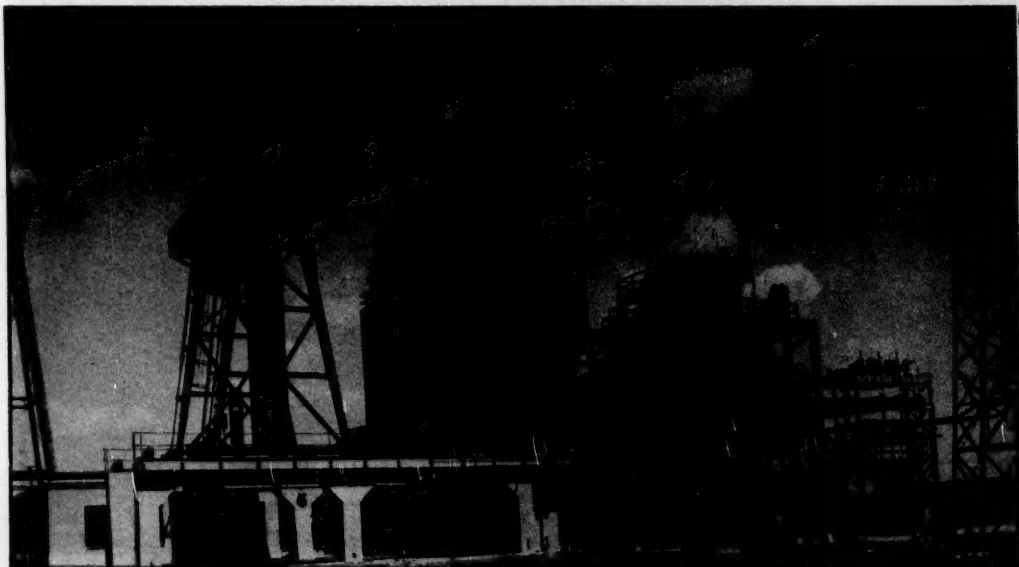
pose dams in which 87,000 kilowatts of capacity are installed, making a total of 528,000 kilowatts of steam and hydro generating capacity.

In view of prospective loads resulting from new industries locating in Arkansas and in order to provide adequate capacity for reserves and normal load growth, the electric companies have under construction or on order for installation in Arkansas within the next three years 225,000 kilowatts of steam electric generating capacity. Within the next five years the government will have completed two new multi-purpose hydro projects primarily for flood control in which there is scheduled

to be installed approximately 235,000 kilowatts of generating capacity.

In the early years of the industry, electric companies consisted mainly of small, expensive, local generating plants with local distribution systems and with a service area confined in most cases to a small radial distance from the generating station. Service was available only a few hours each day and interruptions due to equipment failure and personnel, were frequent and at times, of long duration.

It was recognized by some interested in the future progress of the industry that two generating stations



The new 30,000 kilowatt Jim Hill steam-electric station of Arkansas-Missouri Power Company.



The Carpenter hydro-electric dam of Arkansas Power & Light Company on the Ouachita river near Hot Springs. The vast lake it creates adds greatly to Arkansas's recreational facilities.

interconnected would provide more reliable service than one, and that two localities having separate generating facilities would benefit materially through improved service by interconnecting these plants and integrating the operation of the two separate systems. This was the beginning of interconnected and integrated operation. As the industry progressed, so did the interconnections with the resultant improvement in service and reduction in rates. At the beginning of World War II, the country was sadly in need of aluminum for airplanes. Arkansas had an abundance of bauxite from which aluminum is made, and those responsible for the war effort decided to locate an aluminum plant in Arkansas. The power required to operate this plant greatly exceeded the total power requirements of the state prior to the war, and no one system had sufficient reserves to carry this load since maintaining such reserves would have necessitated increased rates and therefore an undue burden on the customers. There was not sufficient time to purchase and install generating equipment to carry this load, and in addition, the manufacturers of this equipment were working to capacity producing other essential war materials.

The necessary transmission line was constructed and a Technical Staff with offices in Little Rock was appointed by the Power Company executives to coordinate and integrate the operations. As a result of the coordination and integration, Arkansas was able to take care of a tremendous amount of war loads in addition to the Aluminum Plant without curtailment to a single

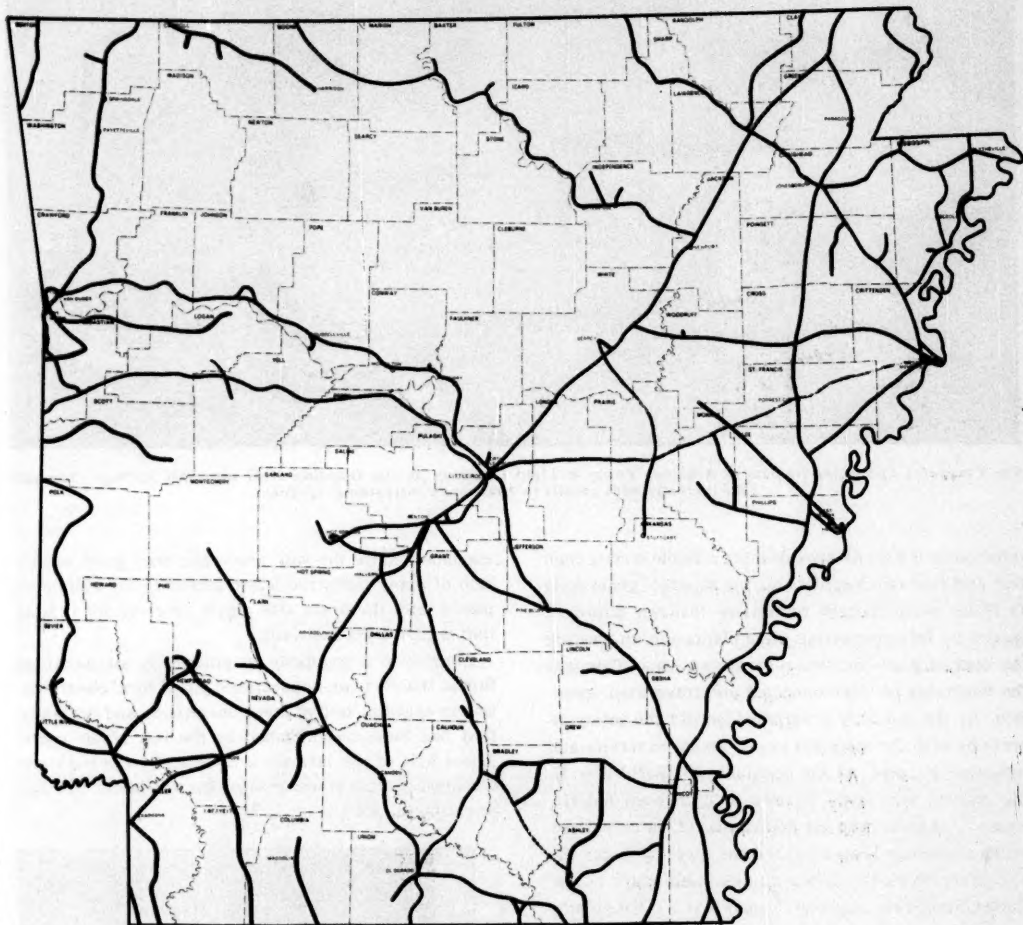
customer. Since the war, there has been great expansion of many industrial loads, including the aluminum plants, and there are still ample reserves for a state that is growing industrially.

Electricity is available to practically all Arkansas farms, thanks to an unparalleled job of rural electrification in sparsely settled areas, mountains and lowlands, that has been accomplished in the last seven years. About half of the farmers are served by the business-managed private power companies, and about half are served by the REA's.



The control board of the Arkansas Power & Light Company's farthing power system at Woodward switching station in Pine Bluff.

# TRANSPORTATION



## AIRLINES—AIRPORTS—WATERWAYS

Each of the larger towns in Arkansas now has a modern airport providing facilities for air mail, passenger and freight transportation. Furthermore, many auxiliary military fields are available for reactivation in the event of another national emergency or special need. The geographical location of Arkansas has made it the crossroads of the airways.

Braniff International Airways now operates four daily flights in and out of Little Rock between Memphis

to the east and all of the larger cities of Colorado, Oklahoma, Texas, to the west and southwest.

Little Rock is served by American Airlines with five flights daily between Boston and Los Angeles with connections provided with other airlines at all intermediate points.

Chicago and Southern Airlines connects Little Rock with all cities to the north and south with eight flights daily.



The following schedule gives travel time by air from Little Rock to principal cities throughout the United States (January 1949):

#### Air Travel Time Schedule

CITY	TIME	
	Hrs.	Mins.
Atlanta	2	45
Boston	6	00
Chicago	3	58
Dallas	1	40
Denver	5	30
Detroit	6	30
Houston	2	45
Kansas City	2	31
Los Angeles	9	30
Memphis	0	43
New Orleans	3	30
New York	5	00
Seattle	12	30
St. Louis	2	00
Washington	4	20

The Mississippi River, which is the eastern boundary of Arkansas, provides all-year water transportation. The Corps of Engineers maintain a six and one-half foot navigable channel on the Ouachita River in central Arkansas from its mouth to Camden, Arkansas. The U. S. Congress has authorized the construction of nine-foot navigation channels for the Arkansas River from its mouth to Tulsa, Oklahoma, and for the Ouachita River from its mouth to Camden, Arkansas, for all-year navigation. These navigation projects have the support of private agencies and the Arkansas Resources and Development Commission.

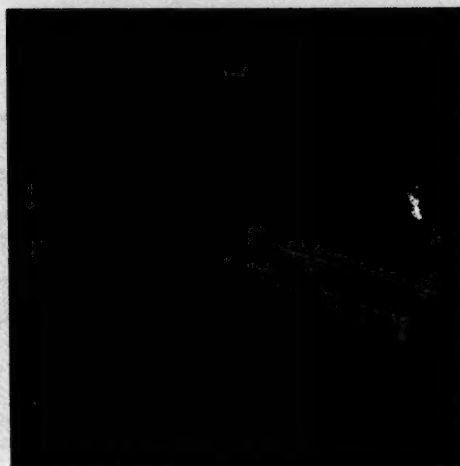
**RAILROADS**—The geographical location and the natural resources of Arkansas have brought to the State excellent railway transportation facilities providing swift, dependable and economical movement of raw materials from their sources, and manufactured products to consumers.

Railroad service in Arkansas includes five important rail lines: The Missouri-Pacific; the Chicago, Rock Island and Pacific; the St. Louis Southwestern; the St. Louis-San Francisco, and the Kansas City Southern. The Yazoo and Mississippi Valley, owned and operated by the Illinois Central, serves eastern Arkansas by transfer boat across the Mississippi River at Helena. These roads give Arkansas transcontinental rail connection and provide excellent freight, mail and passenger service to all points in the United States.

The following schedule gives travel time by rail from Little Rock to principal cities throughout the United States (as of January, 1949):

#### Travel Time Schedule

CITY	Passenger & Mail Rail		Freight Rail	
	Hrs.	Mins.	Hrs.	Mins.
Atlanta	17	20	25	00
Boston	30	20	60	00
Chicago	12	30	30	00



Modern highways touch all parts of Arkansas.

Dallas	6	50	16	00
Denver	23	00	44	00
Detroit	19	45	48	00
Houston	9	40	22	00
Kansas City	12	30	24	00
Los Angeles	38	45	7th day	
Memphis	2	35	6	00
New Orleans	13	30	20	00
New York	30	45	54	10
Seattle	62	40	7th day	
St. Louis	6	35	12	35
Washington	29	40	54	20

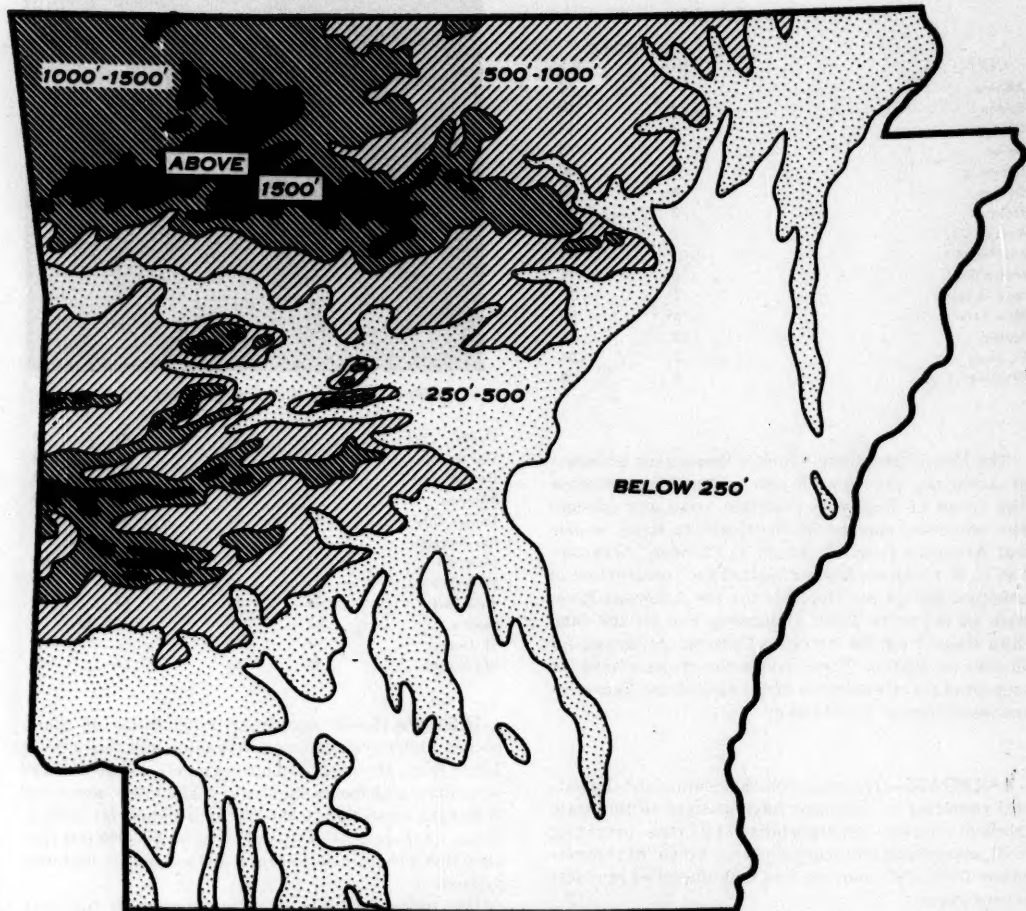
**HIGHWAYS**—A system of 9,500 miles of State-owned highways criss-cross Arkansas and converge on Little Rock, the capital. Approximately 45,000 miles of secondary and feeder highways make every section of Arkansas accessible to the Nation's industrial centers. Today, Arkansas is in the midst of an \$80,000,000 construction program to improve and extend its highway system.

The following table gives travel time by highway from Little Rock to principal cities throughout the Nation (September 1950):

#### Highway Travel Time Schedule

CITY	Passenger		Freight	
	Hrs.	Mins.	Hrs.	Mins.
Atlanta	17	10	—	—
Boston	51	15	—	—
Chicago	22	25	24	00
Dallas	10	30	12	00
Denver	34	00	—	—
Detroit	28	10	36	00
Houston	14	25	20	00
Kansas City	14	14	24	00
Los Angeles	48	00	—	—
Memphis	5	00	5	00
New Orleans	15	50	—	—
New York	40	20	—	—
Seattle	80	35	—	—
St. Louis	11	15	12	00
Washington	34	55	—	—

# TOPOGRAPHY



All types of soil and a warm temperate climate assure maximum growing season of a great variety of crops.

**IN AREA**—53,102 square miles (as large as Pennsylvania and New Jersey combined).

**LAND DISTRIBUTION**—In a 100-mile-wide belt along the great river, which forms the eastern border, lies the Mississippi Alluvial Plain. This is the level, fertile, immensely productive delta land of the "deep South," devoted to cotton, rice, corn, alfalfa and soybean culture.

To the southwest, the land assumes the character of the West Gulf Coastal Plain, agriculturally productive in the Ouachita and Red River valleys and heavily timbered in short-leaf pine and hardwood. Across this area, from El Dorado to Texarkana, runs a geologic "fault" line, richly productive of oil and natural gas.

Roughly speaking, the western half of Arkansas is highlands, cut in two by the eastward flowing Arkansas River

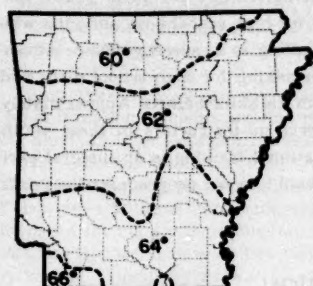
and its wide valley of good farm land.

South of the Arkansas River Valley are the Ouachita Mountains (pronounced Washita) of which Mount Magazine, near Paris, and Rich Mountain (near Mena) are the highest, around 2,800 feet. Hot Springs National Park, the health resort city of Hot Springs, and the Ouachita National Forest lie in this area.

North of the Arkansas River Valley, ranging into Oklahoma to the west and Missouri in the north, is the Ozark Uplift, a high plateau cut into deep valleys by the White, the Buffalo, the King, the Osage and other swift-flowing mountain rivers.

The income of the people of the Ozarks comes from fruit and vegetable growing and processing, mining, timber-cutting and processing, chicken and egg production and processing, dairying, cattle-raising, and tourist accommodation.

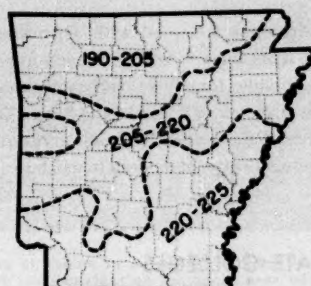
# CLIMATE



Average  
Annual  
Temperature



Average  
Annual  
Rain Fall



Days of Average  
Growing  
Season

Arkansas enjoys mild weather. The climate is without extreme heat or cold. The average annual temperatures vary from 58 to 65 degrees. Rainfall is ample, ranging from 40 to 55 inches yearly.

The growing season varies in average length from 169 days in the northwest to 241 days in the south. Arkansas normally experiences 205 consecutive frostless days. The relative humidity varies from 56 to 80 per cent, the high points occurring in early morning, and the low shortly after noon.

Accordingly, industrial plants which locate in the state will find climatic conditions favorable for outside workers the entire year.

Its long working days provide the maximum number of hours for productive effort and recreation.

Because of its Highlands to the north, Arkansas has a greater climatic variety than adjacent states. Precipitation is evenly distributed over the state, as evidenced by an average of 86 rainy days, varying from 4.4 inches in January to 3.8 inches in July.

During the past sixty-one years, the center of the state has averaged 143 clear days annually.

## Vital Statistics 1949

Births .....	47,790
Deaths .....	15,495
Excess of births over deaths .....	32,295
Death rate per 1,000 population—1949 .....	8.1%

# HEALTH

Arkansas is a remarkably healthy place to live and work, and owing to a well-planned, systematic state health program, conditions are improving each year. This has been accomplished by the State Board of Health in cooperation with local governmental units, the medical and allied professions, the education forces, industry, and other organized groups. In the field of acute communicable disease control, alone, considerable progress has been noted in the last decade.

Sanitation has been improved greatly by the development of both rural and urban public water supplies and municipal sewerage and sewage treatment systems throughout the State.

Arkansas is served by the facilities of 172 hospitals, geographically well distributed. Twenty-five of these have been approved by the American College of Surgeons. County and city hospital expansion programs are growing continuously, and the State has programmed a multi-million dollar medical center to be located in Little Rock. The State Medical Center will operate in close cooperation with the University of Arkansas Medical School and State and County medical societies.

Disease	1940		1949	
	Cases	Deaths	Cases	Deaths
Diphtheria ..	397	66	192	16
Malaria ....	3,514	179	327	21
Smallpox ...	81	1	0	0
Typhoid fever	514	91	126	4

# EDUCATION

Arkansas is served with a growing school system. The reorganization of the schools approved by the people provides for educational opportunities through high school for all children of the State. Transportation facilities are provided for children residing in rural areas through the use of modern school buses.

## STATE COLLEGES

There are nine State-controlled co-educational institutions of higher education. These are the University of Arkansas at Fayetteville; Arkansas State Teachers College at Conway; Henderson State Teachers College at Arkadelphia; Arkansas State College at Jonesboro; Arkansas Polytechnic College at Russellville; State Agricultural and Mechanical College at Magnolia; Arkansas Agricultural and Mechanical College at Monticello; Agricultural, Mechanical and Norman College at Pine Bluff, and the Junior Agricultural College of Central Arkansas at Beebe. The University of Arkansas also operates a medical school in Little Rock.

## PRIVATE COLLEGES

In addition to the State-controlled institutions there are a number of privately controlled and denominational colleges. Ouachita College (Baptist) at Arkadelphia; Hendrix College (Methodist) at Conway; Harding College (Church of Christ) at Searcy; the College of the Ozarks (Presbyterian) at Clarksville; John Brown University (Private) at Siloam Springs; Arkansas College (Presbyterian) at Batesville, and Philander Smith College (Methodist) at Little Rock are four-year liberal arts colleges.

## JUNIOR COLLEGES

There are also seven two-year Junior Colleges. These are Southern Baptist College (Baptist) at Walnut Ridge; Little Rock Junior College (Municipal) at Little Rock; Fort Smith Junior College (Municipal) at Fort Smith; the South Central Bible College (Assembly of God) at Hot Springs; Shorter College (Methodist) at North Little Rock; Arkansas Baptist College (Baptist) at Little Rock, and Dunbar Junior College (Municipal) at Little Rock.

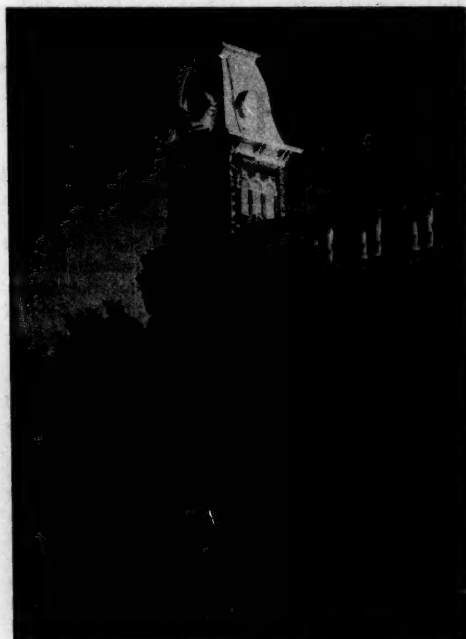
## HIGH SCHOOLS

The vocational program for high school students consists of training in agriculture for farm youth, distributive education for high school boys and girls who desire to pursue retailing as a career, guidance service for all pupils, homemaking for high school girls, and industrial training in the skilled crafts. Approximately 1,000 specialists serve as instructors in these youth programs. The vocational training is an integral part of the total high school training program for the youth of the State.

## ADULT EDUCATION

Adult education on an organized, systematic basis is rapidly gaining favor with management and employees. Intensive, specialized courses both on the management level and for employees are sponsored by the State Department of Education with the cooperation of local school authorities.

Almost 31,000 veterans are enrolled in the service programs sponsored for the benefit of service men and women. These veterans are pursuing courses in agriculture, distributive occupations, industrial education, and in the general education field. The veterans programs compare favorably with the best in other states.



"Old Main" the oldest building at the University of Arkansas in Fayetteville.



# RECREATION

Mountain terrain, forest areas, streams and lakes within the State offer exceptional recreational opportunities to the people of Arkansas and neighboring states.

Hunting and fishing are major activities, with over one-half million residents and non-residents participating annually in this outdoor recreation.

The Arkansas Game and Fish Commission operates 39 large game refuges containing over 500,000 acres. Forty-nine additional management areas are intensively managed for big game production. The U. S. Fish and Wildlife Service supervises two large areas in Eastern Arkansas, principally as waterfowl sanctuaries.

Stuttgart is nationally known as the center of duck hunting in the State and attracts thousands of visitors annually. The Game and Fish Commission is developing approximately 40,000 acres near Stuttgart, to be used as a public shooting ground for ducks and other game.

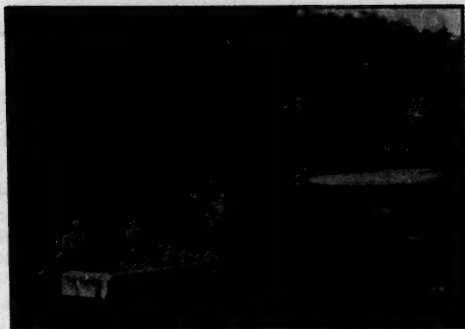
Hundreds of natural lakes and thousands of miles of rivers and streams offer some of the nation's best sport fishing. Lake Norfork, Nimrod and Blue Mountain reservoirs, Lake Hamilton and Lake Catherine, are centers of recreational activity.

Bull Shoals, Narrows, and Blakely reservoirs, now under construction, will attract additional thousands to our State when completed.

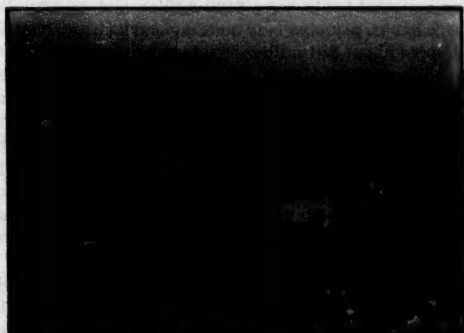
Arkansas now ranks seventh in the United States in the number of non-resident fishing licenses issued.

The State maintains three large fish hatcheries at Lonoke, Centerton, and Lake Hamilton. Lonoke Hatchery is one of the largest warm water fish hatcheries in the Nation. These hatcheries provide desirable varieties of fish for the continued restocking of streams and lakes within the state.

The Forestry and Parks Division of the Arkansas Resources and Development Commission has under de-

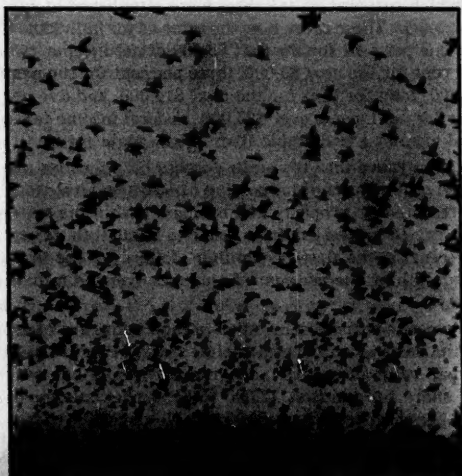


A lot of the fun of fishing in Arkansas's streams is obtained by frying the fish right on the banks near where they are caught.

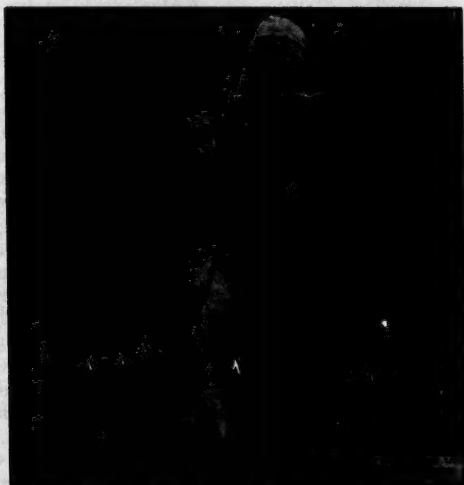


Horse racing at Hot Springs is a thrilling sport every year.

velopment a system of parks which will serve all sections of the State. Those already well developed are Petit Jean State Park, near Morrilton; Devil's Den, near Fayetteville; Crowley's Ridge, near Paragould; and Buffalo River, near Cotter.



The rice fields of Arkansas draw wild ducks that make the state a hunter's paradise.



Big bass abound in Arkansas streams.

# STATE FINANCE— TAXES

Available data indicate Arkansas is in an improved financial position both in terms of financial resources and income. Liquid asset holdings of individuals and business firms at the end of 1950 are estimated at \$1,128 million. Deposits of individuals and business firms in commercial banks amounted to \$615 million, or approximately 55 per cent of total liquid asset holdings. Of this amount, it is estimated that individuals held about \$369 million, or 32 per cent, the remaining \$346 million being held by business firms. Time deposits in commercial banks were \$100 million and deposits outside banks, principally in building and loan associations, totaled about \$54 million. Savings bonds (E, F, and G) held by individuals and business firms were about \$260 million, and currency holdings were about \$199 million. Holdings of Government bonds other than savings bonds and other securities are not included in this inventory.

Both bank resources and income in Arkansas increased more than the national average during the war period. Total assets of all commercial banks in Arkansas amounted to \$812 million on June 30, 1950 as compared to \$227 million on December 31, 1939. The increase in commercial bank assets since the end of 1939 was \$585 million, or 258 per cent. This change indicates that Arkansas' bank facilities were entirely adequate to support the demands made on them by the state's growing economy, for the country-wide increase over the same period was 272%. Income payments to individuals and business firms in Arkansas amounted to \$1,443 million in 1949 (the latest data for which state data are available) as compared to \$478 million in 1939. The increase for Arkansas from 1939 to 1949 was 202 per cent, as compared to an increase of 180 per cent for the United States.

## STATE TAXES

Total state tax revenues from all sources have risen steadily from \$22,135,000 in 1930 to \$86,557,000 in the fiscal year 1949-50. Substantial gains were made during the war, and increases in major tax collections during the postwar period have been little short of spectacular.

New taxes imposed since 1930 include those on alcoholic beverages, beginning in 1935, and the sales tax, forerunner of the present gross receipts tax, first collected in 1935. These two items, totaling \$28,367,000 in 1949-50, represent more than half of the total increase in state revenue since 1929-30.

Because taxes collected by the state to support non-highway functions fall largely upon individuals, as distinct from taxes on business or property, business in Arkansas occupies a favored position. Tax levies on business, as such, produce for Arkansas a minimum percentage of total general tax revenue. Combined prop-



The Capitol of Arkansas, one of the state's three capitols still standing.

erty and business levies constitute a smaller percentage of the total general tax levies of the state than in any other state. Of the state's total general revenue, 69.3 per cent is collected directly from the individual or as an identifiable amount of the purchase price of commodities.

## CORPORATE

"Arkansas corporate taxes, as compared with other states with which Arkansas is competing for industry, are not such as to be a discouraging factor," a Public Expenditure Council report said.

As a revenue producer, income taxes have accounted for from five per cent to slightly less than fourteen per cent of total tax revenue since 1942, the first year in which corporation tax rates were established at current levels. These rates, now the same as for individuals, are one per cent for the first \$3,000 of net income, two per cent for the next \$3,000, three per cent for the next \$5,000, four per cent for the next \$14,000, and five per cent for net income over \$25,000. Federal income taxes paid are not a deductible item on the state return.

On entrance into the state, foreign corporations are taxed on the basis of proportion of issued capital stock represented by property and business within the state. The tax is graduated from one-one-hundredth of one per cent of the first one million dollars to one-four-hundredth of one per cent of amounts over ten million dollars.

Domestic corporations, upon organization, are taxed on the basis of authorized capital stock, at rates based on par value of shares, and graduated from one cent per share for the first 10,000 to \$550 plus one-fourth cent per share in excess of 100,000. No-par value shares are taxed at a graduated rate from one-half cent per share for the first 10,000 to \$455 plus one-tenth cent per share in excess of 1,000,000. The minimum fee is \$10. Corporations organized to do business entirely out-

side the state of Arkansas may organize and file papers for about one-half of the above rates.

Corporation franchise taxes, payable annually, are at the rate of eleven-hundredths of one per cent of net invested capital used in the state. Domestic corporations doing no business within the state pay an annual \$5 tax. The tax is reportable May 1 and must be paid by August 10 yearly.

## INDIVIDUAL

For individuals, the state income tax is imposed on net income above personal exemptions. Only two other states have lower maximum rates than Arkansas. Income taxes have been levied in Arkansas since 1929. Current rates provide exemption of \$2,500 for unmarried persons, \$3,500 exemption for heads of families, and \$400 exemption for each dependent.

### Inheritance

In 1941 Arkansas repealed her inheritance tax and imposed in its stead a tax upon the net income as defined by the federal tax laws.

### Severance

Severance taxes, at comparatively moderate rates, are levied on all natural resources, the principal of which are: oil, coal, bauxite, gypsum, stone, sand, gravel, clay, and timber.

### Property

The 1947 General Assembly removed the State, as a separate taxing unit, from the property tax field. That field of taxation has been reserved for the exclusive use of counties, municipalities and school districts.

### Sales

The gross receipts tax or sales tax, overhauled by the 1941 legislature after having been first enacted in 1935 and again in 1937 as an emergency measure, is the largest revenue producer in the tax system, and provides more than one-third of all state revenue aside from the motor fuel tax.

### Unemployment Compensation

Like more states, Arkansas' unemployment compensation taxes are levied in accordance with a schedule which grants recognition of stable employment conditions. The tax rate upon a given employer depends upon the excess of his tax contributions in the past year over the claims by employees who were separated from the payroll.

The General Assembly of 1947 liberalized the merit rating schedule appreciably. The new schedule, with the item "reserve ratio" being the per cent of the average payroll during the last three years by which tax payments for all previous years exceeded the unemployment claims allowed for such years are:

Reserve Ratio	1947 Law	Tax Rate
Less than 7%	.....	2.7%
More than 7%, but less than 8%	.....	2.0%
More than 8%, but less than 9%	.....	1.5%
More than 9%, but less than 11%	.....	1.0%
More than 11%	.....	.5%

## MARKETS

Markets, fundamentally, are people with purchasing power. The great Southwest, of which Arkansas is a part, offers excellent market possibilities. This Southwest region possesses railroads, highways, airways, and waterways which reach all populated centers and operate to the advantage of both manufacturer and consumer and at costs which are attractive to shippers.

A study of present market indicates that the regional trading area of Arkansas manufacturers is, in addition to the home market of the state, all of Louisiana, all of Texas north of Houston and San Antonio, practically all of Oklahoma, eastern Kansas, the greater part of Missouri, southern Illinois, southwestern Indiana, western Kentucky, Tennessee, and Alabama, and all of Mississippi.

Within this general area live approximately 24,600,000 people with an average per capita income of \$780 per year.

(Continued on page 103)

### Salient Data Bearing on Purchasing Power

County	Retail Sales in 1949	Effective 1949	Buying Income 1949	Dollars in Thousands Per Capita
	Dollars in Thousands	Net Dollars in Thousands		
Arkansas	18,047	25,637		1,077
Ashley	13,552	15,227		586
Baxter	3,543	6,569		603
Benton	19,691	30,485		927
Boone	12,240	17,662		1,271
Bradley	11,447	13,271		835
Calhoun	2,298	4,654		629
Carroll	6,292	10,502		875
Chicot	11,961	15,813		569
Clark	13,745	19,758		834
Clay	10,115	18,457		724
Cleburne	3,844	8,187		787
Cleveland	3,070	6,374		650
Columbia	17,030	23,839		825
Conway	9,535	15,555		850
Craighead	32,711	56,211		1,129
Jonesboro	24,172	21,018		1,356
Crawford	10,243	14,889		756
Crittenden	23,507	33,469		732
Cross	11,253	20,057		751
Dallas	9,729	14,001		1,187
Desha	11,895	18,062		557
Draw	9,643	13,697		662
Faulkner	12,991	20,231		850
Franklin	5,756	9,064		775
Fulton	1,933	4,661		685
Garland	51,146	57,504		1,334
Hot Springs	48,333	40,308		1,466
Grant	3,886	6,638		684
Greene	14,388	22,443		816
Hempstead	17,607	25,400		879
Hot Spring	8,440	12,222		598
Howard	9,342	13,586		1,037
Independence	13,271	18,623		904
Izard	2,577	5,999		682
Jackson	14,194	20,198		771
Jefferson	62,035	95,343		1,102
Pine Bluff	52,666	49,751		1,367

(Continued on page 102)

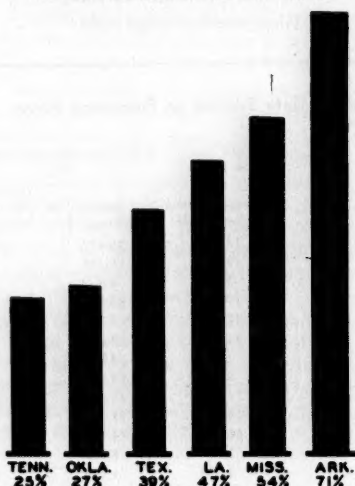
# MARKETS

(Continued from page 101)

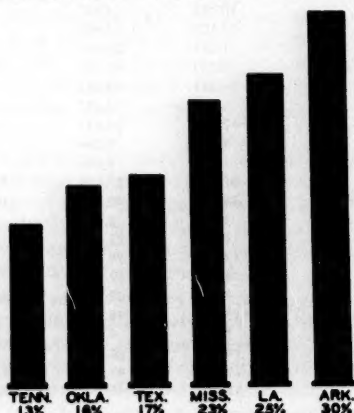
Johnson .....	7,624	13,403	1,047
Lafayette .....	7,732	11,812	804
Lawrence .....	9,061	15,493	686
Lee .....	11,061	16,822	716
Lincoln .....	4,639	9,095	500
Little River .....	6,656	11,848	878
Logan .....	10,845	15,124	660
Lonoke .....	15,610	24,357	905
Madison .....	2,343	5,822	462
Marion .....	1,504	3,672	408
Miller .....	32,135	41,075	1,144
Texarkana .....	30,883	25,718	1,326

(Continued on page 103)

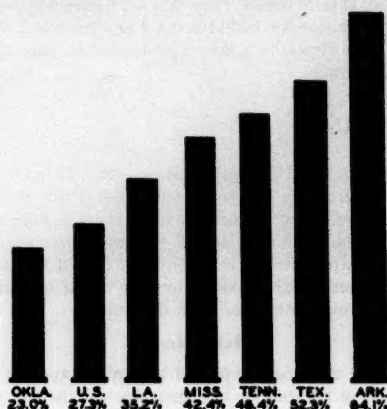
**EFFECTIVE BUYING INCOME**  
(NET DOLLARS IN THOUSANDS)  
**PERCENTAGE GAIN 1946 - 1949**



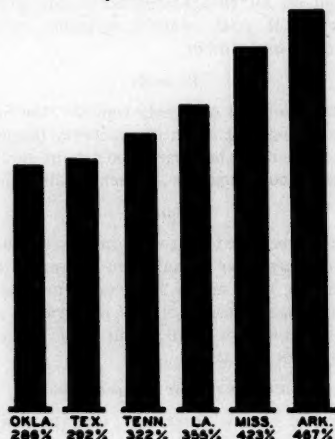
**INCOME GROWTH FROM ALL SOURCES**  
**PERCENTAGE INCREASE 1947-1948**



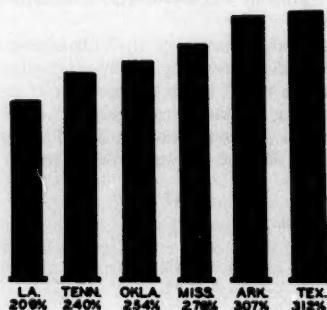
**PERCENT INCREASE IN NUMBER OF**  
**MANUFACTURING FIRMS IN OPERATION**  
**MARCH 31 1944 TO MARCH 31 1949**



**PERCENTAGE GAIN IN VALUE OF MANUFACTURING**  
**1940 - 1948**  
**(ALL PRODUCTS)**



**ALL BANKS**  
**PERCENTAGE INCREASE IN TOTAL DEPOSITS**  
**1938-1948**





Mississippi	63,057	99,314	1,135
Blytheville	30,142	16,770	1,096
Monroe	8,976	14,941	747
Montgomery	2,405	4,431	633
Nevada	8,976	13,028	689
Newton	1,287	7,351	845
Ouachita	20,378	28,298	741
Perry	1,526	3,072	445
Phillips	28,481	40,192	868
Helena	18,598	11,724	1,106
Pike	4,187	7,146	662
Poinsett	18,016	36,275	991
Polk	9,450	13,573	870
Pope	13,421	20,318	778
Prairie	4,788	12,727	903
Pulaski	247,532	338,141	1,634
Little Rock	198,949	185,835	1,827
No. Little Rock	35,281	58,883	1,458
Randolph	6,829	9,720	531
St. Francis	18,016	24,342	651
Saline	8,310	12,202	540
Scott	5,604	6,756	573
Searcy	2,449	5,406	520
Sebastian	75,421	86,790	1,317
Fort Smith	69,840	78,041	1,524
Savvier	6,162	10,669	736
Sharp	2,385	8,656	857
Stone	1,655	3,910	514
Union	57,738	62,069	1,129
El Dorado	43,187	30,418	1,568
Van Buren	2,081	5,017	473
Washington	35,199	51,865	1,220
Fayetteville	20,521	27,204	1,826
White	17,307	22,869	611
Woodruff	9,876	16,760	772
Yell	7,581	12,038	599

(Continued from page 101)

The market area described above is a fluid area and will vary somewhat according to the commodity offered for sale. Many manufactured articles now made in Arkansas find ready markets in every state in the Union and some go into export trade.

## TRADING AREA

The trading area outlined for Arkansas manufacturers is generally considered to be the area which will exceed all others in the United States in expanding population and earning power during the next decade.

Arkansas had the fifth largest gain of any state in the union in total retail sales during the period 1939-49, according to figures in a national marketing magazine.

## RETAIL SALES

The total retail sales recorded in the analysis of various metropolitan markets showed an increase of 290 per cent for the 10-year period.

Other increase figures revealed that Arkansas ranked second in automotive sales, with an increase of 409 per

cent, second in general merchandise with 366 per cent increase, sixth in food sales with 280 per cent gain, and sixth in household, furniture, and radio sales with 414 per cent increase. Arkansas ranked in the top ten of all retail sales increases except in the drug store division.

## NEW PRODUCT ACCEPTANCE

Little Rock ranked as the top city in the South and Southwest in the group of cities between 75,000 and 150,000 population in test markets conducted for introduction of new products and gauging of public acceptance of a new product on the market. Nationally Little Rock ranked 34th in test markets conducted in the various cities.

## COMPARATIVE GAINS

While the nation's industrial sights have been aimed at the South generally for some time, it is more than significant that Arkansas has been the bull's eye in that target. Arkansas is doing better than her neighbors in almost every economic factor.

Percentage-wise figures can't be misleading in comparing economic factors. During 1946-49, effective buying income increased by 71 per cent in Arkansas. Buying income increased in Mississippi by 54 per cent; Louisiana by 46 per cent; Texas by 39 per cent; Oklahoma by 27 per cent; and TVA's Tennessee by 25 per cent.

For the same period, retail sales in Arkansas gained 95 per cent. Percentage gains in neighboring states were: 65 per cent for Mississippi; 55 per cent for Louisiana; 45 per cent for Tennessee; and 41 per cent for both Oklahoma and Texas.

## ECONOMIC STABILITY

Another significant item in the economic looking glass is the stability of new enterprises located within the state. During the post-war years, Arkansas has ranked lowest in the percentage of commercial and industrial failures. Arkansas business failures during 1945-47 were .02 per cent; Mississippi reported .04 per cent; Texas and Oklahoma, .05 per cent; Tennessee, .07 per cent; and Louisiana, .11 per cent.

While the requirements for electric power for industry were not readily available for the period since 1946, comparisons for the 1942-46 wartime years again show Arkansas far in front of her neighbors. Power sold to industries in Arkansas during those years increased by 43 per cent; in Louisiana 26 per cent; in Texas 14 per cent. Losses in industrial power sales were marked against three adjacent states: Mississippi, with a 2½ per cent loss; Oklahoma, with a 7 per cent loss and Tennessee, with a 9 per cent loss.

These favorable figures for Arkansas reflect the tremendous increase in the standard of living brought about principally by new industry in rich market areas.



SID McMATH  
GOVERNOR

STATE OF ARKANSAS  
OFFICE OF THE GOVERNOR  
LITTLE ROCK

Mr. Frank Gould, President  
Manufacturers Record  
Baltimore, Maryland

Dear Mr. Gould:

It is very fitting that your February edition is dedicated to a story of the progress and opportunities in the great State of Arkansas.

Arkansas is located in that part of the United States which is leading the nation in practically all factors of economic growth and development and, while this is generally understood by the nation, it is not quite so well known that Arkansas is leading all of the states which touch it in her rate of growth in those same economic factors.

This is no accident but the result of planning, leadership and action on the part of a team which embraces the whole state. We are proud that the state government has made its contribution to this cooperative effort; but we are just as proud of the fact that Arkansas business leadership, Arkansas educational institutions, and the people in the towns of the state have caught the vision of what we could do and have done something about it.

This cooperative effort has come to be known through the nation as the "Arkansas Plan," embracing industrial development, community development to make our towns better places in which to live and work and play, wholesome labor conditions, and, finally, research on the economic problems and economic opportunities so that our development in the years to come may be wholesome and fundamentally sound.

We invite the enterpriser who is looking for a location for the expansion of his business to call upon us for assistance in presenting for study the countless opportunities which are still present in this growing and developing State of Arkansas.

Yours very truly,

Sid McMATH

Plenty Of Good,  
Skilled Labor

Good Labor  
Relations

Abundance Of  
Electric Power

Abundance Of  
Natural Gas

Abundance Of  
Transportation

Good Public  
Cooperation

Ideal Living  
Conditions

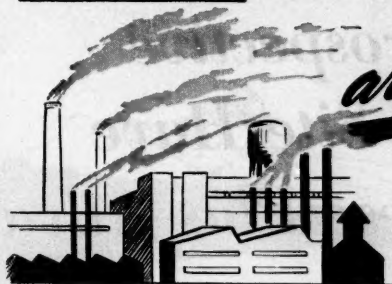
Abundance Of  
Lumber, Minerals

Today's New  
Industry-Area

Confidential  
Assistance

## *in* **ARKANSAS** **ADVANTAGES FOR INDUSTRY...**

# *are Unlimited*



• For close-to-the-resource advantages, Arkansas offers particularly desirable locations for textile industries. An adaptable labor force, excellent year-around climate, unlimited water supply, plus the most modern of transportation facilities, add up to "better business and better living in Arkansas."

## **INDUSTRY AND COOPERATIVE GOVERNMENT..**

• Nowhere will you find more cooperation between business, state and local governments than in Arkansas. With a workable plan of community development already established as a model, Arkansas continues to forge ahead in over-all industrial growth. Truly, Arkansas is the "Land of Opportunity"—for better business, for better living—among friendly, cooperative people.

# *A Great Team*



**WRITE**

Complete Industrial Information Supplied  
Confidentially on Request—

### **ARKANSAS RESOURCES AND DEVELOPMENT COMMISSION**

104M - STATE CAPITOL - LITTLE ROCK, ARKANSAS

**"IT'S GREAT TO LIVE IN ARKANSAS-LAND OF OPPORTUNITY"**

**MAIL  
THIS  
TODAY**

**ARKANSAS RESOURCES AND DEVELOPMENT COMMISSION**  
Room 104MR, State Capitol, Little Rock, Arkansas

Please send me (confidentially) Plan for Industry Information Relative to .....  
(Type of Industry)

NAME .....

ADDRESS .....

CITY .....

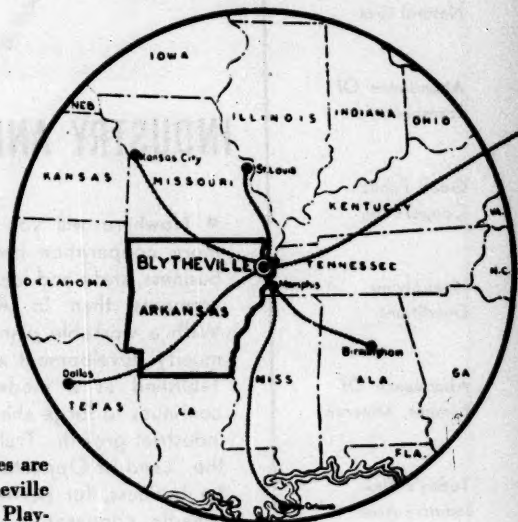
STATE .....

# Make This Test

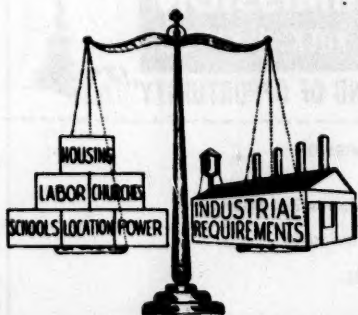


## *Does Your Prospective Industrial Site Have All These Plus Advantages?*

- ★ **LABOR** — Cotton field mechanization is rapidly releasing men and women who are available in large numbers for any kind of industry.
- ★ **HOUSING** — A post-war housing boom of enormous proportions has actually over-expanded the city's housing facilities!
- ★ **LOCATION** — Twelve-hour freight service to the steel city of Birmingham, twenty-four hour service to St. Louis, Kansas City. Memphis, 70 miles.
- ★ **POWER** — An adequate electric power supply is immediately available for industrial expansion. Natural gas in 1951.
- ★ **SCHOOLS, CHURCHES** and recreational facilities are second to none. Over \$1,499,000 has been spent in Blytheville in the past 18 months for churches and schools alone. Playgrounds and parks dot the residential areas.



## *Blytheville strikes the balance*



— Investigate Before You Invest —  
For Additional Information, Please Write or Wire

## **Blytheville** **INDUSTRIAL FOUNDATION**

c/o Blytheville Chamber of Commerce  
Blytheville, Arkansas



# Power for Progress...



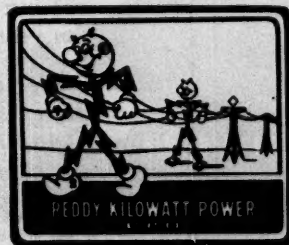
## ...In Northeast Arkansas

The availability of an adequate supply of electric power underscores the earnest invitation to investigate the industrial potential of this area.

Our interconnected system of high-voltage transmission lines, with additional major generating facilities installed in 1950, gives added assurance of dependable electric power at low cost for industrial use.

Our plans for the immediate future provide for the installation of additional generating capacity to provide for an ever-expanding economy and keep us well ahead of the electric power requirements of the area.

**THE LAND OF INDUSTRIAL OPPORTUNITY**, here your electric power supplier stands ready to serve you. We're planning ahead, building ahead, to meet all power requirements, whatever the demand may be. In addition to a constant supply of dependable, low-cost electric service, this rich area offers great industrial opportunities, afforded by its nearness to markets, raw materials, and an adequate labor supply. Our industrial development department welcomes the opportunity to work with you, not only on your power problems, but to assist you in every other possible way.



# Arkansas-Missouri Power Co.

Home Office, Blytheville, Arkansas

# NEW PRODUCTS

## Adjustable Hack Saw

**Northeast Tool & Die Works, Inc., 1400 Agnes Ave., Kansas City 1, Mo.**—Adjustable-length hack saw with pistol grip Tenite plastic handle, aimed at both amateur and professional workman use. Capable of holding steel blades ranging from eight to twelve inches, the saw also features a chrome-plated steel frame that is adjustable to three different lengths.

A special thumbscrew attachment tightens a blade firmly into place, or allows for quick removal. The plastic handle is molded in opposing halves and screwed securely to the frame. The plastic will not chip or corrode, add the makers.

## Automatic Inspector

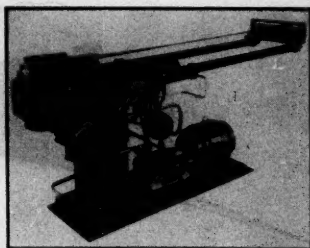
**Erie Mfg. Co., Erie, Pa.**—Mechanical and electronic improvements in the RCA electronic metal detector. The device is an automatic inspector that warns of the presence of all magnetic or non-magnetic metals or alloys regardless of the depth in the material. Particles as small as .039 of an inch in diameter have been detected, according to the company.

Improvements have been made on the main tie-bolts between the two heads of the unit. They are now made of steel instead of brass to offer more strength and rigidity, say the makers.

## Hydraulic Bender

**Wallace Supplies Mfg. Co., 1300 Diversay Parkway, Chicago 14, Ill.**—Custom Wallace bending machine Model No. 800, a small compact bending machine only 21 inches wide by 34 inches high by 78 inches long for space saving. The unit is powered by a standard 2 h.p., 220/440 volts, 3-phase, 60 cycle motor furnished with the machine.

It is operated by a single lever which when pushed down causes the bending arm to swing around to the degree of bend selected and stay there until the operator has removed



Wallace Bender

the bent part, then the lever is moved up and the arm swings back to its original position.

The bender can be changed simply and easily from a right hand bender to a left hand bender by changing the pressure and clamping arms over and inserting the bolts into holes ready for that purpose, states the company.

## Powershear

**O'Neil-Irwin Mfg. Co., Lake City, Minn.**—Di-Acro Vari-O-Speed Powershear said to offer an entirely new theory in the high speed production shearing field as its design and rugged construction provide full capacity continuous shearing within its entire speed range of 30 R.P.M. to 200 R.P.M.

The cutting cycle of this Precision Shear can be quickly adjusted to the very fastest speed at which the operator can feed the material for any given shearing operation, thereby providing maximum operator productivity as the necessity of engaging the clutch for each cutting stroke has been entirely eliminated, according to the company.

The unit is also an excellent machine for specialized shearing applications in many industries outside of the metal working field and its ease of operation make it especially adaptable for women operators.

## Two Cylinder Engine

**Nordberg Mfg. Co., Milwaukee, Wis.**—Addition of a two cylinder engine to supplement the type 4FS1 single cylinder, 10 to 15 horsepower Diesel engine. This engine, conservatively rated at from 20 to 30 horsepower within an operating speed range of 1200 to 1800 RPM, has a 4 1/4 inch bore and 5 1/4 inch stroke and is an extra heavy duty, vertical, four-cycle, mechanical injection Diesel engine.

Designed to assure the utmost in reliability, the engine, known as the 4FS2 engine features low operating cost and heavy duty construction. It is built as a complete, self-contained, ready to operate unit and is offered as an electrical generating set, pumping unit and with clutch or stub shaft power take-off for direct connection or belt drive.

## Electric Power for Progress



*We have served the electric power needs of a section of Western Arkansas for many years. Electric power has never been too late or too little to serve every need of every community.*

*Many new lines and facilities have been built in recent years to serve the future needs of this growing section. More are being built now and more are planned for the future.*

*We're building for the agricultural and industrial progress of Arkansas—not just for tomorrow, but for five and ten years in the future.*

*Electric power will be there! Electric power is prepared to meet the needs of a growing, progressive state. We have the plants and the lines to assure that for today and for the tomorrows to come.*

**SOUTHWESTERN GAS AND ELECTRIC COMPANY**

Division Offices—Fayetteville, DeQueen, Texarkana

To Really **LIVE**  
and **PROSPER** too-  
**LOCATE** in ... **HOT SPRINGS**  
**NATIONAL PARK ARKANSAS**



FOR FACTS  
on which to build YOUR plans  
Write Today  
**INDUSTRY COMMITTEE**  
Chamber of Commerce Building  
**HOT SPRINGS**  
National Park  
**ARKANSAS**

In The Heart of  
**Arkansas' Industrial Area**  
where *HEALTH, RECREATION and WORK*  
go hand in hand!

# NEW PRODUCTS

(Continued from page 108)

## Portable Vacuum

Hild Floor Machine Co., 740 W. Washington Blvd., Chicago 6, Ill.—Portable heavy duty vacuum machine, designed for both wet and dry pick-up, is said to always be ready for work, ready to pick up either liquid or dry dirt without adjustment or change of parts. There are no preliminaries for the careless or untrained operator to forget or neglect; no special precautions needed to guard against damaging the unit, according to the company.

Unlike most other industrial vacuum ma-

chines, the Hild vacuum employs a by-pass motor which does not depend on the vacuum air stream for cooling. The air stream from the vacuum does not pass through the motor housing. Thus the motor cannot be damaged by dust or moisture picked up by the vacuum.

## Powdered Hand Cleaner

West Disinfecting Co., Long Island City, N. Y.—Basic improvement in its powdered hand cleaner, Lan-O-Kleen. In addition to the relatively high percentage of free lan-

olin which has been largely responsible for its widespread acceptance in the past, Lan-O-Kleen now incorporates the soap intensifying emollient, lecithin, states the company.

Lan-O-Kleen is a free-flowing, non-dusting powdered cleaner. In warm or cold water, it acts to remove the most stubborn types of industrial soils. It contains no irritating caustics or gritty abrasives. Cleansing is accomplished by the sponge-like action of fine-grain cornmeal particles, which also act as the carrier for the emollients.

## Radial Relief Grinder

D-S Grinder Division of Royal Oak Tool and Machine Company, 633 East Fourth Street, Royal Oak, Michigan, announces another motorized D-S Radial Relief Grinding Fixture.

Outstanding feature of the new model is stepless speed control. This is achieved with a selenium rectifier which makes possible speeds from 0 to 80 RPM's by simply turning the dial knob.



D-S Grinding Fixture

The motor used is a DC, 110 volt, gear reduction type offering 40:1 ratio and giving 44 inch pounds torque. The fixture which can be used with a number of standard tool grinders is offered with or without the D-S stand and grinder.

The manually operated D-S fixture, first in the line, is also still available where a smaller volume of work is done.

## Shaded Pole Motor

Electric Motor Corp., Division of Howard Industries, Inc., Racine, Wis.—Redesigned and improved model 800D shaded pole motor, rated 1/200 to 1/80 h.p.

Model 800D is a four pole, skeleton type fractional h.p. motor designed for building into products whose housings make a separate motor unnecessary. Redesign of the bearing bracket has achieved greater rigidity and more accurate alignment. Model 800D is available with either porous bronze bearings with generous oil reservoir or grease sealed precision ball bearings.

## Packing Installation Tool

Greene, Tweed & Co., North Wales, Pa.—Packing and packing installation tool, both special equipment to a unique new method for sealing tube sheet closures on heat transfer equipment for use with corrosive fluid, now being offered in a combination package called the Palmetto Tube-Seal.

As well as ensuring a foolproof seal against all leakage in tube sheet closures, the method of sealing considerably reduces the high material and installation costs encountered on conventional seals where bolting or threading are involved, according to the manufacturer.

## This Building Pinches Your Pennies

Armco PIONEER Buildings are just naturally thrifty.

They are pre-designed and mass-produced for utmost economy. But they can be easily adapted to your exact needs. Doors, windows and ventilators are placed where you want them. Interior partitions, wiring, plumbing and other details go in the same as in any other structure.

You'll discover too, that maintenance costs are low. The all-metal framework is designed to withstand high winds. Continuing weathertightness is assured because the corrugated metal siding and roofing is generously lapped and securely fastened. A galvanized coating protects against corrosion.

Write for complete data on Armco PIONEER Buildings for warehouses, shops and similar needs. Ask too, about Armco STEELOX Buildings in widths up to 36 feet.

### ARMCO DRAINAGE & METAL PRODUCTS, INC.

DIXIE DIVISION

619 Forsyth Bldg.

SOUTHWESTERN DIVISION

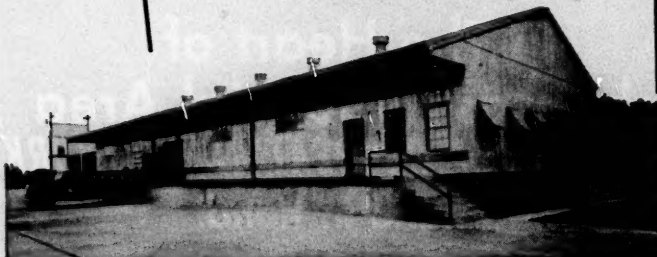
Atlanta, Georgia

3500 Maury St.

Other Offices in Principal Cities

Houston, Texas

Armco PIONEER Buildings





Next Door to the Nation's Greatest Resources and Markets...



48-Hour Freight Service

9-Hour Air Travel Time

Far, Far, Away From Foreign Aggression...

Pacific Coast...over 2,350 miles of land and mountains away, with only targets of military importance en route.

Atlantic Coast...over 600 miles of prime military targets away.

# SECURE your future IN LITTLE ROCK, ARKANSAS

Your peace-time products, manufactured in Little Rock, find themselves on dealers' shelves, ready for over one-third of the nation to buy...after only a 48-hour ride (or less) by rail or truck! And the nearly 60 million people who live in this area spent more than 46 BILLION DOLLARS in 1949!

Or, if you're building for defense, there's an amazing supply of easily trained **PRODUCTIVE LABOR**...over 99% American-born! Your plant will be near the geographic center of the United States...accessible to Eastern and Mid-western markets...but far enough South to be unhampered by the icy fingers of winter. Major Gulf ports are only hours away...abundant raw materials are within an arm's reach.

What's more, you'll like living in Little Rock, Arkansas. It's less than a

half-day's drive to the scenic Ozarks...to gurgling streams filled with hungry bass...to duck hunting in the rich country...to deer hunting in South Arkansas forests.

There's **REAL SECURITY** for you in Little Rock for a profitable manufacturing or business enterprise. **SECURITY** from the threats of airborne aggression...**SECURITY** from indifferent workers and disturbing elements...**SECURITY** for you and your family among hospitable people. You can "take it easy" here...and still produce **MORE!**

The center of everything in the **LAND OF OPPORTUNITY** beckons you!

But, this isn't half the story. Get all the facts about **SECURITY LAND**...the grandest land under the sun!

For Complete Details, Address

**INDUSTRIAL DIVISION**

**LITTLE ROCK Chamber of Commerce**  
331 Louisiana Street, Little Rock, Arkansas

## Thumbnail Facts About *Quattro* LITTLE ROCK, ARK.

**POPULATION (1950 Census):** Metropolitan Area, 192,879. Native White, 77%; Native Colored, 23%; Foreign Born, less than 1%.

**LOCATION:** 332 miles northeast of Dallas; 353 miles east of Oklahoma City; 437 miles north of New Orleans.

**TRANSPORTATION:** Three railroads and three airlines offering direct service over 9 directional routes. Thirty motor truck lines.

**POWER AND WATER SUPPLY:** Electric power, practically unlimited. Natural gas, practically unlimited. Water, 10 million gallons daily surplus.

**RETAIL SALES (est., 1949):** Metropolitan Area, \$247,532,000.00\*

\*Source: Sales Management Survey of Buying Power, 1950.

## Cotton Research Congress Scheduled July 26-27-28

Burris C. Jackson, Hillsboro, has announced that the 12th annual Cotton Research Congress sponsored by the State-wide Cotton Committee of Texas will be held July 26-27-28 at Texas A. & M. College, College Station.

The committee accepted an invitation presented by Dean C. N. Shepardson on behalf of Chancellor Gibb Gilchrist and President M. T. Harrington of Texas A. & M., which is celebrating its 75th Anniversary this year.

"Meeting at this leading center for cotton and cottonseed research of national significance will give Congress visitors a golden opportunity to become

more familiar with all phases of broad research activities at this institution," Jackson said.

Dean Shepardson pointed out that cotton leaders will see living exhibits of cotton research in action at the College, which is headquarters for many regional research developments influencing cotton production in all of the Cotton States.

The new \$2,000,000 Memorial Student Center at the College will be headquarters for the Congress and house many of the visitors, while additional rooms will be available in dormitories and Bryan hotels. Special plans will be developed for low-cost housing in dormitories which is expected to widen the scope of attendance by cotton growers and agricultural workers.



Completion of fascinating engineering operation at Chesapeake Bay bridge project north of Annapolis, Md. Big 300-foot-long simple deck truss span is first of 19 spans to be "floated in" to permanent resting place on towers and bents on concrete piers.

Span was erected by Bethlehem Steel Company, builder of the bridge, on steel pile and girder falsework (right). It was floated off this by steel barges which were brought in, ballasted with water, and pumped out to lift the span. The span was then shifted to permanent position over the piers. Entire floated load weighed 967 tons.

Located a mile offshore, the span sits 150 feet above water. Approximately 30,000 tons of steel will be used in the bridge, whose total length of 21,281 feet will make it the world's longest bridge all over water.

## Southland Oil Corp. Leases Acreage At Savannah

The Southland Oil Corporation of Savannah, Ga., has signed a long-term lease for a 15-acre industrial site on the Savannah property of the Georgia Ports Authority, James D. Robinson, Jr., Authority chairman, announced recently.

The 15-acre site is the first tract to be leased on the 200-acre industrial property owned by the Authority and located adjacent to its warehouses and docking facilities. The lease is a 20-year contract with option to renew.

The oil firm will develop the site for the storage of petroleum products constructing its own pier, wharf and docking facilities for tankers on the leased river frontage. In addition, nine storage tanks with a capacity of 460,000 barrels will be installed. The tanks will be used by the government for fuel storage in connection with national defense, constituting the first defense project for the Savannah area in the current emergency, company officials reported.

Installation of these facilities is expected to be completed by June 30, 1951, Mr. Robinson said.



## BIG ROCK STONE AND MATERIAL CO.

### Ready-Mixed Concrete

- Concrete Aggregate
- Railroad Ballast
- Rip Rap Stone
- CEMENT
- Concrete Sand
- Plaster Sand

General Office  
and Retail Plant:  
Foot of Ashley St.  
Little Rock, Ark.

QUARRIES AND  
SAND PLANTS:  
North Little Rock  
and Little Rock



**Lake Winnou — Source of Little Rock's Water Supply**

**Located in the Ouachita National Forest — 33 Miles West of the City**

## **AN ABUNDANT WATER SUPPLY SERVES GREATER LITTLE ROCK**

**• • • Adequate Supply and Reserves:**

Capacity 14 Billion Gallons

Present Annual Usage 4 Billion Gallons

**• • • Attractive Rates:**

Low Industrial Rate

30,000 Satisfied Customers

**• • • Superior Quality:**

One of the Softest in the Country

Low Mineral Content—Free of Pollution

**• • • Fire Protection Facilities:**

Well Rated by Underwriters

Ample Flows at High Pressures

*For complete information write*

## **LITTLE ROCK MUNICIPAL WATER WORKS**

*"Publicly Owned for Public Welfare"*

**LITTLE ROCK, ARKANSAS**

## Georgia Cites Gains Made by Industry in '50

According to the Industrial News Letter of Georgia Dept. of Commerce, Georgia can look back with satisfaction upon a most notable twelve months of industrial development and expansion. And in taking stock, it may well note with pride that its progress as a manufacturing state in 1950 derived largely from the expansion of facilities by industries that had moved to Georgia and found operations here profitable; they had made a success of their industrial ventures in this state and for other reasons definitely like it.

This, then, is now Georgia's story to

the outside—its gilt-edge recommendation—that industry has tried our state and not found it wanting. Here are some of these concerns, as well as others that have come in:

American Thread Co., which already had a plant at Dalton, purchased the McIntosh Mills at Newnan.

United Merchants and Manufacturers, with operations at Elberton, built a large new factory at Clarksville to weave synthetic fibers.

The Trogdon Furniture Co., constructed a large addition at Toccoa for plastic lumination operations.

The Lumite Division of Chicopee Manufacturing Co., which opened its Cornelia plant in 1947, bought the Newnan

Hosiery Mills plant of 40,000 square feet at Newnan. It expects to begin operations early this year, manufacturing plastic fabrics and screens. Lumite has been looking for another building, 30,000 to 50,000 square feet.

The Borden Co., large nationally known milk-processing firm, took over milk plants at Sparta, Augusta and Macon. During the year also, the Pet Milk Co., at Washington, Ga., enlarged its operations in the Northeast Georgia territory.

Laurel Mills acquired a building at Douglasville and installed a cotton yarn mill. Dixie Corporation set up an extruded metal products plant at Rome. Kingsley Mills, owned by Deering Milliken, constructed a plant at Thomson for synthetic fiber weaving.

Stone Mountain Grit Co., set up large operations at Stone Mountain. The Richardson Co., battery case manufacturers, opened a factory at Newnan. Southwire Co., organized by Carrollton citizens, expanded its operations with a new plant, making copper and aluminum wire for this general territory.

As John Mebane, business writer for the *Atlanta Journal*, pointed out recently, Georgia's greatest handicap in securing new plants is its lack of vacant modern industrial buildings. Representatives of a number of garment manufacturers visited Georgia during 1950 seeking such buildings and a large per cent of them did not find what they wanted. Other concerns, some quite large, also sought buildings in the State without success.

## United Carbon To Build Plant at Shamrock, Tex.

United Carbon Co., Inc., announced that they have decided to erect a \$1,500,000 carbon black plant near Shamrock, Texas along the tracks of the Chicago, Rock Island & Pacific Railway.

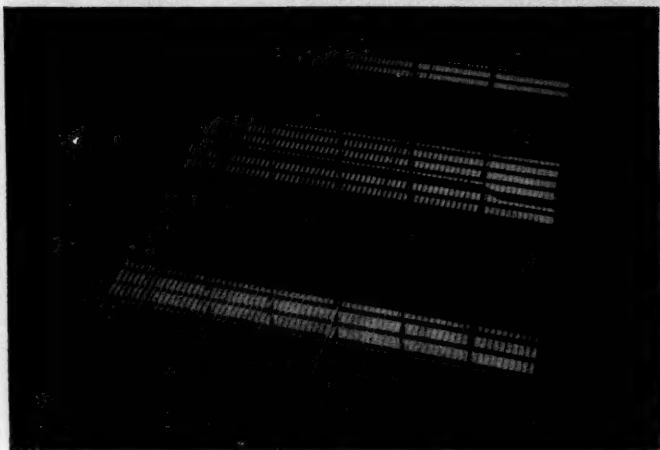
The plant will produce gas base furnace blacks required in the manufacture of tires, tubes, footwear and mechanical rubber goods as well as in plastics, fertilizer, and printing materials. It will be in operation about May 1 and will have an eventual production rate of 25 million pounds of carbon black or 3 per cent over the like period a year ago.

## Allied Chemical Increases Facilities at Baton Rouge, La.

Allied Chemical & Dye Corporation's Solvay Process division recently filed a certificate of necessity for increasing its Baton Rouge, La., soda ash plant facilities by 200,000 net tons per year. Soda ash, now in short supply, is a basic chemical essential to national defense and is used in manufacturing aluminum, aviation gasoline, glass, other chemicals and cleaners and in refining tin, cobalt, uranium, nickel and other metals.

Estimates are it would be 18 months to two years from the date of issuance of the necessity certificate before the new plant facilities would be in operation.

## 90% OPEN AREA for light and ventilation



The illustration shows the admission of light through three floors where the flooring is Hendrick Mitco.

Not only does pressure-formed Hendrick Mitco Open Steel Flooring have 90% open area, but there are no bolts, rivets or angle irons to collect dirt and refuse. The square-edge, uniformly spaced, rectangular steel bars provide a non-slipping, level walking surface. There is no lateral deflection, however heavy the loading, because each Mitco panel is a strong, integral unit.

Write for Catalogue of Hendrick Mitco Products



Perforated Metals  
Perforated Metal Screens  
Architectural Grilles  
Mitco Open Steel Flooring,  
"Shur-Site" Treads and  
Armorgrids

# HENDRICK

*Manufacturing Company*

49 DUNDAFF STREET, CARBONDALE, PENNA.

Sales Offices In Principal Cities



# **MARIANNA, ARKANSAS** *Is Ideal* **FOR INDUSTRY**

**Abundant Supply of Agricultural Products**

**Outstanding Schools and Churches**

**Excellent Utilities and Transportation**

**A Friendly and Cooperative Citizenship**

*Inquiries*

*Invited*

**MARIANNA and LEE COUNTY CHAMBER OF COMMERCE**

## **McALESTER FUEL COMPANY**

*Drilling Contractors and*

*Oil Producers*



**McALESTER BUILDING**

**MAGNOLIA, ARKANSAS**

## Rust Reports Big Southern Operations in 1950

Rust Engineering Co., and subsidiaries, of Pittsburgh, and Birmingham, Ala., reported that during 1950 its operations in the South represented an important part of the firm's activities.

Projects, both completed and under contract, include work on a wide variety of facilities for producing such products as paper, chemicals, cement, catalyst, wooden boxes, sugar and steel.

Paper mill work was continued on large expansions for West Virginia Pulp and Paper Co., at Covington, Va.; for

Crossett Paper Mills at Crossett, Ark.; and for Hollingsworth and Whitney Co., at Mobile, Ala.

In the chemicals field, work was continued on the major expansion program of American Viscose Corp., at Front Royal, Va. A subsidiary, The Rust Process Design Co., will handle process design of a new plant at Weeks, La., to produce catalyst for the Bay Chemical Co., a division of Morton Salt Co. Rust Engineering will handle construction of the plant.

Rust continued work on a contract with Houston, Texas, for enlargement of its North Side Sewage Treatment plant and

sludge disposal facility; and substantially completed a new 4,000,000-gallon per day filter plant addition for the city of Decatur, Ala.

Other Rust operations in the South included design and construction: of a new combination warehouse and office building to serve as district headquarters of the Kroger Co. in Atlanta, Ga.; a new 178,000-bu. storage facility for the Lyford Gin Association, Lyford, Texas; and a new 4,000,000-lb. sugar storage bin for the Colonial Sugars Co., at Gramercy, La. A new 200,000-bu. grain elevator was also constructed for a group of businessmen at Anderson, S. C.

In its specialty field of chimney design and construction, many of the 104 reinforced concrete and radial brick chimneys designed, built or restored by Rust during the year were located in the South.

**Celebrating 25 Years of Progress in the Canning Business**

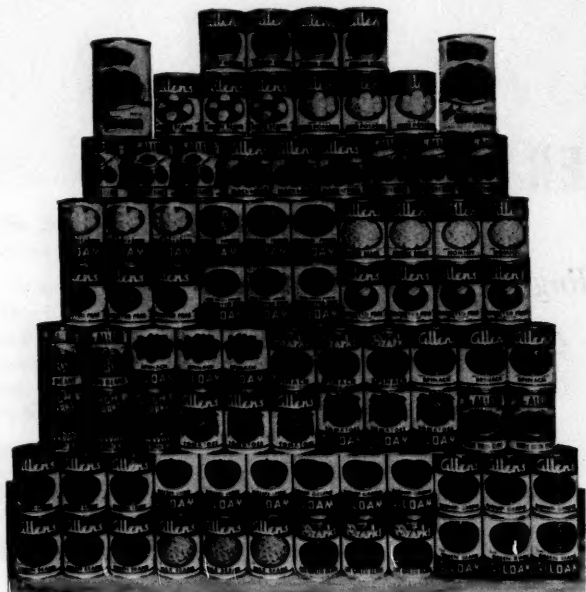
## ALLEN CANNING COMPANY

**Proudly Presents To The Trade  
Their Best Canned Foods Line**

**Twenty Items That Assure Grocers Quick Sales and Fast Turnover . . .  
Economical Mealtime Enjoyment for Housewives**

**Packers of**  
• KING OF OZARKS  
• SILOAM BRAND  
• THE ALLENS BRAND

• STOCK THEM!  
• STACK THEM!  
• SELL THEM!



## ALLEN CANNING COMPANY

**Packers of Quality Foods**

**Siloam Springs, Arkansas**

## Aluminum Company To Build Plant at Bauxite, Ark.

Aluminum Co. of America will build a new alumina plant near Bauxite, Arkansas, which will increase Alcoa's alumina output by nearly 50 per cent.

An Alcoa spokesman said the project, to begin immediately, is "part of our effort to make more aluminum available for America's defense and civilian needs."

The plant will be operated by the Aluminum Ore Co., a wholly-owned subsidiary of Aluminum Co. of America. It will be situated on a 200-acre site adjoining the bauxite mining operations of Alcoa Mining Co., another Alcoa subsidiary.

Approximately 1,000 persons will be hired to operate the plant. The entire construction project will be carried out by the company serving as its own general contractor, said an Alcoa spokesman. Designs for the plant are practically complete and orders for materials are being placed. The cost of the project was not revealed.

The Arkansas area where the plant will be built long has been the largest domestic source of ore for the aluminum industry.

## Yoder Co., Fabricators, Begin Production at Little Rock

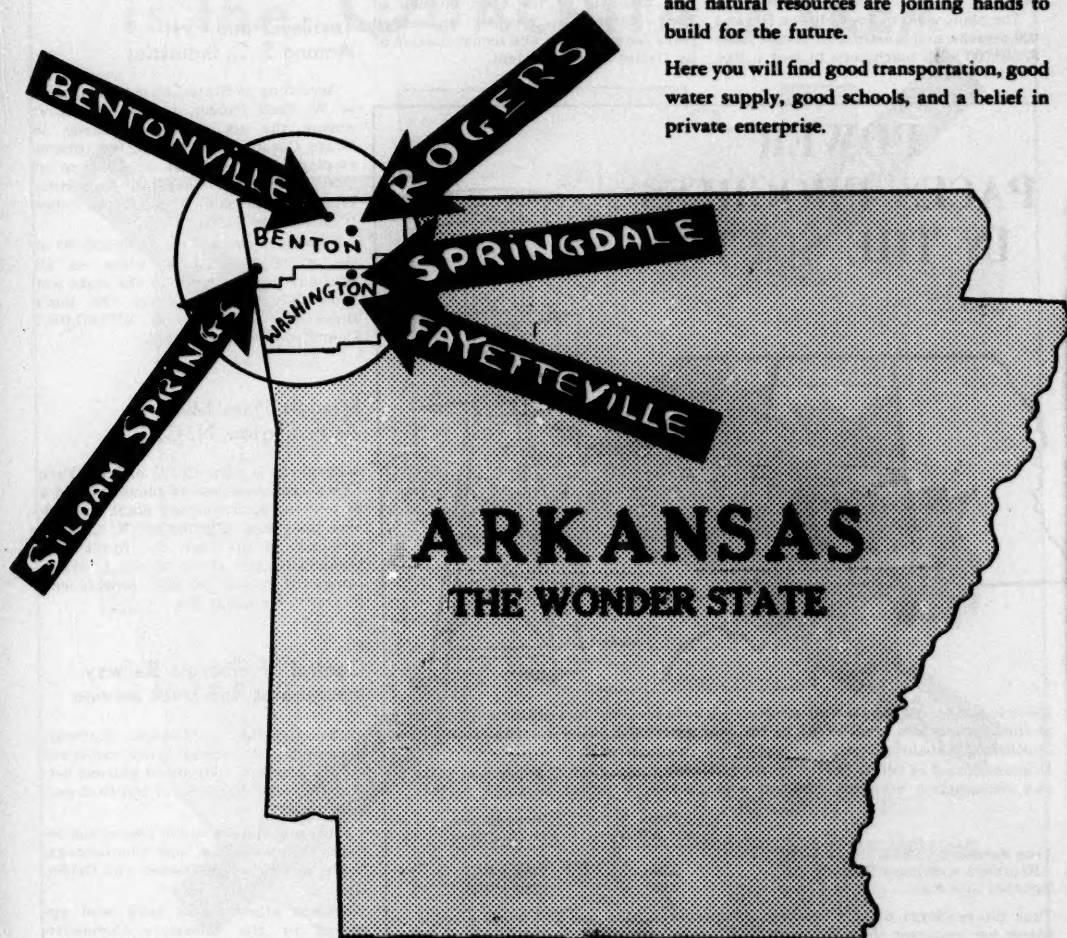
Yoder Manufacturing Company, Los Angeles, plastic and light metal fabricators and die-casting firm, has begun production at Little Rock, Arkansas. The \$1,500,000 a year enterprise, employing 100 persons, has taken over the Scott Paper Box Co. plant, 1819 E. 17th, for the manufacturing of automotive and hardware specialties and novelties.

The company is seeking defense contracts and hopes to expand to an annual production estimated at \$15,000,000 with an Arkansas labor force of about 500, said S. W. Yoder, president. The firm has leased the 30,000 square foot East Side plant and 16 acres around it with an option to buy.

*Northwest Arkansas*  
*offering the greatest opportunity*  
*In Opportunity Land*

It will be the farsighted industry that casts its lot with this two-county area in northwest Arkansas where real American labor and natural resources are joining hands to build for the future.

Here you will find good transportation, good water supply, good schools, and a belief in private enterprise.



FOR INDUSTRIAL INFORMATION CONTACT THE  
CHAMBERS OF COMMERCE IN BENTONVILLE,  
FAYETTEVILLE, ROGERS, SILOAM SPRINGS, OR  
SPRINGDALE.

## Lily-Tulip To Build Plant at Springfield, Mo.

Lily-Tulip Cup Corporation, New York, N. Y., will begin work "as soon as possible" on a \$4,000,000 plant to be built in Springfield, Missouri. The company with an annual gross of 39 million dollars, has chosen Springfield as the site of the ultra-modern plant and, according to company spokesmen, construction will begin as soon as details can be worked out.

The plant will employ between 500 and 600 persons, and is estimated to cost some \$2,000,000 with machinery to cost a like

amount. Company spokesmen said that the plant will contain some 185,000 square feet of floor space and, barring mobilization eventualities, might even run to about 450,000 square feet. Springfield was chosen as the plant site after many months of study.

## Ford Motor Plans Expansion of Dallas, Tex. Assembly Plant

L. D. Crusoe, vice president and general manager of the Ford division of Ford Motor Co., recently announced plans for expansion and modernization of its Dallas assembly plant.

The projected expansion calls for building an addition of 287,000 square feet, about equal to the size of existing facilities. The expanded facilities will cover a total of 573,000 square feet and have an assembling capacity of 500 cars a day.

Mr. Crusoe said the project was part of Ford's \$1 billion expenditure program to be projected over the next three years which Henry Ford II, president announced in Dallas recently.

## Textiles Stand First Among S. C. Industries

According to State Labor Commissioner W. Fred Ponder, textile stand first among the six leading industries in South Carolina. Of the 172,962 persons employed in industries at the end of 1950, 124,556 were engaged in textiles production, he said. The clothing industry employed 11,068.

Textiles accounted for \$1,206,433,982 of the \$1,708,383,629 total value of all products manufactured in the state last year. "Textiles also have the lion's share of investment at \$373,447,909," Commissioner Ponder said.

## Frank Ix Plans Mill At Burlington, N. C.

Frank Ix & Sons Corp., of New York City recently announced plans to build a \$1 million rayon weaving plant on a 13-acre tract near Burlington, N. C. Construction of the unit, the firm's fifth plant, will start about March 1. When completed it will initially provide employment for about 300.

## Central of Georgia Railway Inaugurates Rail-Truck Service

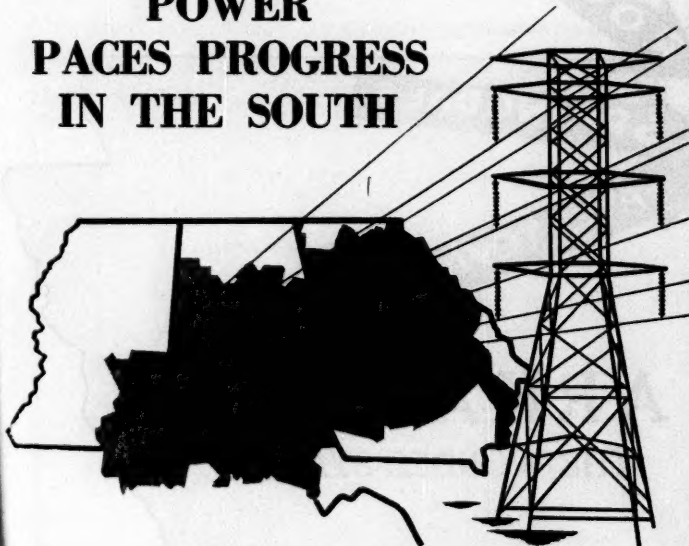
The Central of Georgia Railway, Savannah, Ga., inaugurated rail-truck service January 2, to afford patrons better and faster handling of less-than-carload freight.

First routes have begun operations between Columbus, Ga., and Chattanooga, Tenn., and between Newnan and Griffin, Ga.

Several other routes have been approved by the Interstate Commerce Commission and the Georgia Public Service Commission. These routes will be inaugurated as rapidly as practicable. In Alabama, this service on an intrastate basis awaits State approval.

Gordon Lee Wait, a man of long experience in truck operations for the Missouri Pacific Railroad, will direct the new Central of Georgia activity. As General Superintendent, he will be in charge of the Central of Georgia Motor Transport Company, a wholly owned subsidiary, which will operate the truck routes. His headquarters for the present will be at Cedartown, Ga.

## POWER PACES PROGRESS IN THE SOUTH



Electric power—pacemaker for progress—is both plentiful and reasonably priced in the southeastern area served by the four associated power companies of The Southern Company system.

Dramatic proof of this is offered by the following comparison of residential rates and consumption with the national average over a recent 12-month period:

	Price per KWH	Consumption Per Customer
Area Served By The Southern Company System .....	2.28c	2184 KWH
National Average .....	2.91c	1780 KWH

Thus the residents of this bustling, prospering section use 23% more electric power per customer than the national average, while paying 22% less! By coordinating their power-producing sources and distribution facilities, the four operating companies of The Southern Company system supply adequate, inexpensive electric power for the homes, factories, farms and businesses of the modern, progressive Southland.

**ALABAMA POWER COMPANY**  
Birmingham, Alabama

**GULF POWER COMPANY**  
Pensacola, Florida

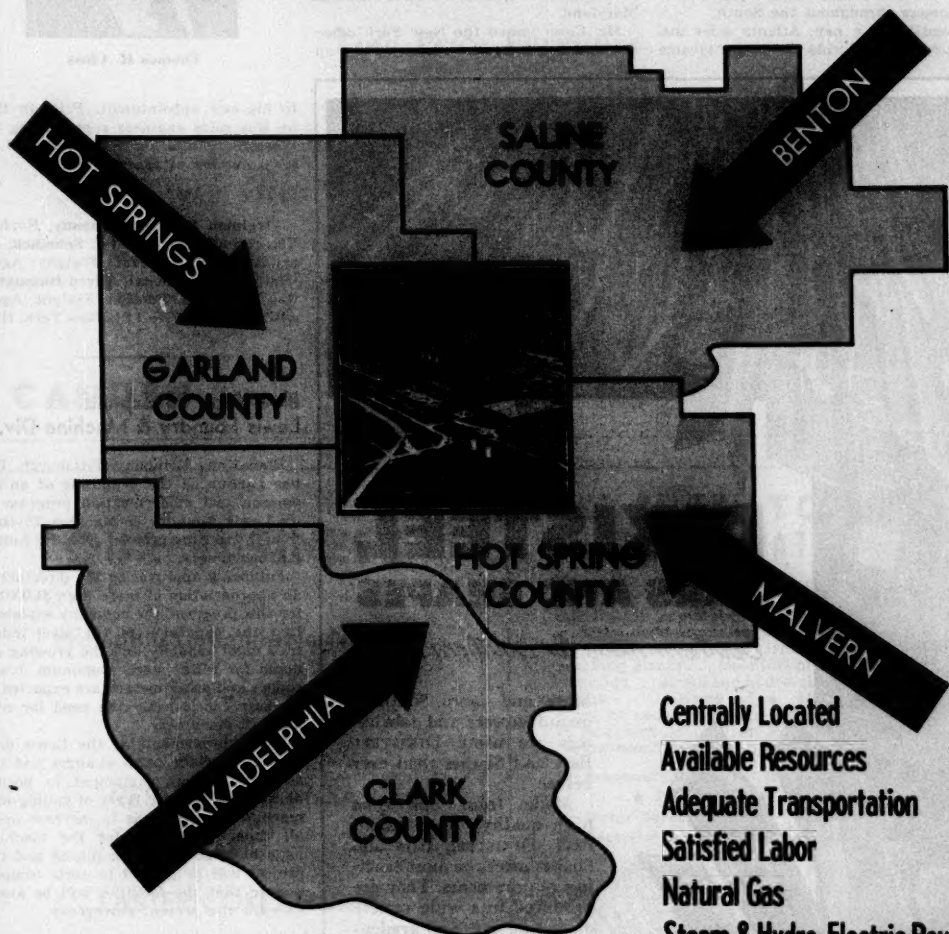
**GEORGIA POWER COMPANY**  
Atlanta, Georgia

**MISSISSIPPI POWER COMPANY**  
Gulfport, Mississippi

**The Southern Company**  
ATLANTA, GEORGIA



# IN ARKANSAS INDUSTRIES' FIRST CHOICE is the **OUACHITA AREA**



Write the Chamber of Commerce  
AT EITHER  
Arkadelphia, Benton, Hot Springs or Malvern  
ARKANSAS

Centrally Located  
Available Resources  
Adequate Transportation  
Satisfied Labor  
Natural Gas  
Steam & Hydro-Electric Power  
Good Climate  
Schools, Churches  
Recreational Advantages

## **OUACHITA AREA DEVELOPMENT COUNCIL**

## WHO'S WHERE

Territorial and staff changes to meet the expansion of the Industrial South have been announced by Mr. W. S. Huss, southern division sales manager of Acme Steel Company of Chicago, Illinois.

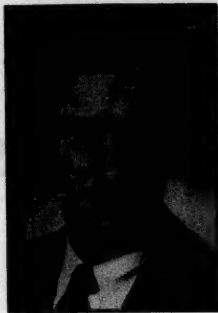
William G. Polley, sales engineer, has been assigned to the staff of Mr. Huss as area special representative. Mr. Polley, continuing at headquarters in Atlanta, Ga., will provide specialized services to customers throughout the South.

Creation of a new Atlanta sales district covering Florida, Georgia, Alabama

and Tennessee has been followed by the appointment of **Clarence A. Carrell** as district manager. Mr. Carrell, who joined Acme Steel 30 years ago, has served as acting manager of the Southern division.

Earl R. Mellen, president of **Weston Electrical Instrument Corporation**, Newark, N. J., has announced the appointment of **Thomas H. Closs** as sales representative of Weston for northeastern and eastern Maryland. Mr. Closs will maintain his offices in metropolitan Baltimore at 17 W. Pennsylvania Ave., Towson 4, Maryland.

Mr. Closs joined the New York office of Weston in 1941, where he remained up



Thomas H. Closs

to his new appointment. Prior to 1941, he was sales engineer representing the Weston organization in Rochester, N. Y., for a number of years.

**Virginian Railway Company**, Norfolk, Va., recently appointed **J. Schmuck, Jr.**, as Assistant General Freight Agent (Rates and Divisions). **Alfred Hussnatter** was appointed Foreign Freight Agent with office at 44 Wall St., New York, N. Y.

### Blaw-Knox To Expand Lewis Foundry & Machine Div.

Blaw-Knox Company, Pittsburgh, Pa., has announced the beginning of an expansion and modernization program at its Lewis Foundry & Machine Division to help meet the growing need for rolling mill machinery.

Following approval by the directors of an appropriation of more than \$1,000,000 for this program, the company explained that the expansion of the steel industry's ingot capacity and the growing demand for rolled steel, aluminum, brass, copper and other metals, are expected to increase considerably the need for rolling mill machinery.

The improvements at the Lewis division will include plant changes and the addition of new equipment to permit handling of heavier types of rolling mill machinery, as well as to increase overall capacity. Orders for the machine tools have already been placed and the project will be pushed to early completion so that the facilities will be available for the present emergency.

### Burlington Mills Building \$ Million Addition in N. C.

Burlington Mills Corp., weaver of synthetic fabrics, announces the beginning of constructing a \$1 million addition to its Wadesboro, N. C., hosiery mill.

The one story wing will more than double the size of the plant and will house about 30 new knitting machines and auxiliary equipment. Plans call for its completion before the end of this year.

## DIXISTEEL BARS AND SHAPES

*Southern made for Southern needs*

More and more Southern manufacturers and fabricators are using DIXISTEEL Bars and Shapes than ever before.

Made from our own high-quality, open-hearth steel, DIXISTEEL Bars and Shapes meet the most exacting requirements. They are produced in a wide variety of shapes, sizes and grades—plain or galvanized.

Write today for complete information and prices.

**Atlantic Steel Company**

DIXISTEEL MARK  
ATLANTA, GEORGIA

# CAMDEN FURNITURE CO.

*Leaders in the Manufacture of  
Low Price Furniture*

WE SHIP TO ALL STATES IN THE UNION  
AND FOREIGN COUNTRIES

M. H. ROTHERT, *President*

**CAMDEN**

**ARKANSAS**

## OUR BUSINESS

Providing Dependable Natural

Gas Service

TO

WESTERN ARKANSAS

AND

EASTERN OKLAHOMA

For Home — Business — Industry

**ARKANSAS-OKLAHOMA GAS COMPANY  
AND FORT SMITH GAS CORP.  
Fort Smith, Arkansas**

## ONE OF THE TOP TEN IN THE NATION!

Not only does FAGAN'S modern electric service plant rank among the first ten in the nation ... but its job completions in the electrical construction field are most impressive. War plants ... electric substations ... rice mills ... catalytic cracking plants ... chemical plants ... line construction ... steam and hydro-electric generating plants ... to name a few. If you plan a new plant or require service for existing facilities in Arkansas ... call on FAGAN for electrical "know-how."

- ★ Arkansas' Complete Electric Service Plant.
- ★ Electric Power Consultants.
- ★ Motor Service.
- ★ Engineers.
- ★ Electrical Installations and Industrial Wiring.



Phone, Write, or Wire  
for List of Jobs Completed  
and Other Information

**Fagan**  
**ELECTRIC COMPANY**

Spring at Ninth Little Rock Phone 4-2166  
Cleveland at 111 E. Dorado

## FINANCIAL NOTES

Board of Directors of **J. P. Stevens & Co., Inc.**, Greenville, S. C., recently declared a quarterly dividend of 50 cents per share payable January 31, 1951 to stockholders of record January 22, 1951.

Thomas S. Nichols, president of **Mathieson Chemical Corp.**, Baltimore, Md., recently revealed that sales and earnings of the company, in the final quarter and for the full year of 1950 were the highest in the company's history.

Net sales for 1950 rose to \$75,775,757 from \$54,073,351 in 1949, according to the annual report to be mailed next week to stockholders. Net earnings, after providing \$7,270,000 for Federal taxes on income, amounted to \$8,994,014, compared with earnings of \$6,991,012 after providing \$3,940,000 for Federal income taxes in the previous year.

Earnings before taxes for the three months ended December 31, 1950, amount-

ed to \$5,522,000 compared with \$2,575,000 in the final quarter of 1949. Earnings for 1950 on the common stock were equal to \$3.32 per share compared with \$2.57 per share in 1949 after reflecting the 2-for-1 split in July of 1950.

The increase in profits, particularly in the final quarter, reflects primarily the benefits derived from the company's three-year plan of plant improvement and expansion which has resulted in greater production efficiency, expanded output and the manufacture of new products. During this three-year period over \$30 million in cash has been invested in new plants or in rehabilitating and expanding existing facilities, the report pointed out.

**U. S. Plywood Corp.**, New York 18, N. Y., reports that its net profit for the six months ended October 31, 1950, including its equity in earnings of com-

panies not consolidated, amounted to \$5,540,700, equal after preferred dividends to \$3.78 per share on 1,438,935 common shares outstanding at October 31, 1950, compared with net profits in the same six months of 1949 of \$1,484,100, or 96 cents per share on 1,439,335 common shares outstanding on October 31, 1949.

Net profits for the six months ended October 31, 1950, exclusive of unconsolidated equities, were \$5,047,100, equal to \$3.44 per common share, against \$1,400,200, or 90 cents per share in the corresponding six months of 1949.

Pay increase of 11 per cent with a minimum of \$22 a month for salaried employees earning up to \$10,000 a year, were announced by the **Youngstown Sheet and Tube Company**. Salaries above \$10,000 will be adjusted on an individual basis.

The company also announced signing an agreement with **United Steelworkers of America, CIO**, for hourly and salary paid employees in the clerical bargaining unit. Salary raises will be 11 per cent with a minimum of \$22 a month. Hourly paid employees will receive raises on a graduated scale, beginning at 12½ cents an hour for those earning up to \$1.20 an hour and increasing to 28 cents an hour for those earning \$2.55½ an hour or more.

The **Southern Company** has announced that directors of the Company, at a meeting held January 22nd, declared a quarterly dividend of 20c per share payable on March 5, 1951, to holders of record on February 5, 1951.

Consolidated net income of the Company and its subsidiaries for the twelve months ended December 31, 1950 was \$16,859,038, as compared with net income of \$17,261,708 for the twelve months ended December 31, 1949.

**YOUR ECONOMICAL  
RELIABLE SOURCE  
OF SUPPLY FOR QUALITY  
METALS SINCE 1907**

**VIENER METALS**

ALUMINUM • BABBITTS • BRASS &  
BRONZE INGOTS • PIG LEAD • COPPER  
ALLOYS • SOLDER • TYPE • ZINC



**HYMAN VIENER  
& SONS**

PHILADELPHIA, PA.

Write c/o Dept. MR Today.

# WE SELL SUPER SERVICE

**SUPER SERVICE BACKED BY KNOWLEDGE OF A SHIPPER'S  
NEEDS, AND THE FACILITIES TO DO THE JOB**

PLANT SITES, ONE ACRE OR ONE THOUSAND WITH  
ABUNDANT CHEAP NATURAL GAS AND ELECTRIC  
POWER — CONNECTIONS WITH TWO MAJOR  
RAILROADS — VERY FAVORABLE FREIGHT RATES.

**EL DORADO AND WESSON RAILWAY CO.**

EL DORADO, ARK.

THOMAS L. REYNOLDS, Pres.



# WORTHEN... *Serving Arkansas*



## *Since 1877...*

For nearly three-quarters of a century our bank has accepted its responsibility of supplying the credit requirements within our area . . . to help small businesses grow and to assist larger businesses in maintaining the stability that means continued progress.

MEMBER FEDERAL DEPOSIT  
INSURANCE CORP. AND  
FEDERAL RESERVE SYSTEM

# BANK & TRUST COMPANY

LITTLE ROCK



**There's No Question ABOUT IT!**

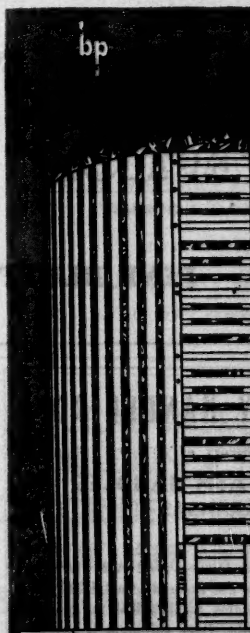
The Little Rock market dominates Arkansas . . . and KARK delivers the Little Rock market! If you have something to sell in this area, KARK is your best bet.

## KARK

5,000 Watts  
920 kc.  
LITTLE ROCK, ARK.

T. E. BARTON  
Vice President and General Manager.  
National Representative:  
EDWARD FETRY & CO.

New York, Chicago, Detroit, St. Louis, Los Angeles,  
Atlanta, Boston, San Francisco.



Quick & Very Inexpensive

Any Farmer Can Erect It

No Skilled Labor Required

Interchangeable Sections

Easy Access; Doors Remove

Weatherproofed Lumber

Shipped In Flat Sections

Line It For Small Grain

Can Be Rat Proofed

S. F. Ditmars, President

Jack Pickens, Vice President

John W. Bond, Secretary

John J. Dickmann, Vice President

## DITMARS • DICKMANN • PICKENS

CONSTRUCTION CO.

*General Industrial  
Contractors*

Muskogee,  
Oklahoma



Little Rock,  
Arkansas

### *Some of Our Recent Jobs:*

#### IN ARKANSAS

Roeking and Granite Plant  
Minnesota Mining & Mfg. Company  
Little Rock, Arkansas

Lamp Plant, Westinghouse Electric  
Corp.  
Little Rock, Arkansas

Viking Corp. Manufacturing Plant  
North Little Rock, Arkansas

American Can Company Plant  
Fort Smith, Arkansas

Welch Grape Juice Company  
Springdale, Arkansas

Powerhouse Completion, Norfolk Dam  
Norfolk, Arkansas

Manufacturing Plant  
Dixie Cup Company  
Fort Smith, Arkansas

Arkansas Cotton Mills  
Morrilton, Arkansas

Southwestern Bell Telephone Exchanges  
at Little Rock, Benton, El Dorado,  
Fort Smith, Paragould, Jonesboro, and  
Hot Springs, Arkansas.

## ARKANSAS OAK FLOORING COMPANY

**'PERFECTION'**

BRAND-OAK FLOORING

**'VELVET EDGE'**

OAK FLOORING STRIPS

**PINE BLUFF, ARKANSAS**

## BRUNER IVORY HANDLE CO.

Manufacturers of

**HICKORY AND ASH HANDLES  
HOPE, ARKANSAS**

ESTABLISHED 1888

The "Bruner Ivory" line of Hickory and Ash Handles will satisfy in every way. You are assured of a **DEPENDABLE** source of supply—handles **UNIFORMLY** graded and tailor-made to fit your trade. Each shipment is backed by our reputation of manufacturing and distributing handles exclusively for 60 years and more.

**"WE'LL HANDLE YOU RIGHT"**

*Training toward solid citizenship through  
Practical Preparation for useful living*

## SUBIACO ACADEMY

*"The Friendship School that Builds Men"*

Grades 8 to 12, inclusive  
College Preparatory and Vocational Studies  
Splendid Sports Program  
Beautiful Campus—Over 1500 Acres

Address:

**Benedictine Fathers, Subiaco, Arkansas**

BAKERS OF THE FAMOUS FOIL WRAPPED "TEN-DER-RIST" CRACKERS

**Wortz BISCUIT CO.**

ESTABLISHED 1900

CORNER SO. FIFTH & PARKER  
FORT SMITH, ARKANSAS

H. C. CABE, President  
J. C. CABE, Vice-President H. H. CABE, Secy.-Treas.

## GURDON LUMBER COMPANY

BAND AND CIRCULAR SAWN  
YELLOW PINE AND HARDWOOD LUMBER

**Gurdon, Arkansas**

MILLS AT  
BIERNE, ARK. • GURDON, ARK. • MALVERN, ARK.

## TRAVELING Southwest?

*Make These Hotels Headquarters for  
Comfort, Freedom and Personal Care*

**HOTEL CONTINENTAL**  
Kansas City, Mo.

**HOTEL LAFAYETTE**  
Little Rock, Ark.

**HOTEL MARION**  
Little Rock, Ark.

**HOTEL WM. LEN**  
Memphis, Tenn.

**HOTEL GRADY MANNING**  
Little Rock, Ark.

**ALBERT PIKE HOTEL**  
Little Rock, Ark.

**HOTEL MAJESTIC, APTS., AND BATHS**  
Hot Springs National Park, Arkansas

DIRECTION OF  
**SOUTHWEST HOTELS, Inc.**

H. Grady Manning, Founder



MR. RHAP

**R-H** AGRICULTURAL INSECTICIDES—  
ALDRIN • DIELDRIN • DDT  
BENZENE • HEXACHLORIDE • TOXAPHENE  
DUSTS • LIQUID SPRAYS  
• WETTABLE POWDERS •

**REASOR-HILL CORP.**

JACKSONVILLE, ARKANSAS

TEL. 135

## BUSINESS NOTES

Appointment of the **H. H. Kumler Co.**, Houston and Tulsa, as representative in the states of Texas and Oklahoma, was announced by the **American Flexible Coupling Co.**, Erie, Pa., manufacturers of American Flexible Couplings and Amerigear Couplings for power transmission.

The Kumler Company was organized in 1946 as a manufacturer's representative in Tulsa, by H. H. Kumler, who had then just completed a three-year tour of duty as Lieutenant in the Navy.

Appointment of **Oliver W. Truax, Jr.**, as superintendent of industrial relations for the **Donora Steel & Wire Works of American Steel & Wire Company**, Cleveland, Ohio was announced recently by Harold Cope, general superintendent.

Mr. Truax has been associated with this U. S. Steel subsidiary since 1940 except for a three-year period in military service. He moves to his new position from the post of labor relations supervisor at the same plant. Succeeding him in that post is Howard C. Boardman,

formerly training supervisor at the company's Cuyahoga Works, in Cleveland.

**Dudley C. Foley, Jr.**, announces the formation of a partnership for the practice of law with **John W. Cox** and **Harold B. Judell** specializing in municipal and corporate bond law under the firm name of **Foley, Cox and Judell**, located in the Carondelet Building, New Orleans 12, Louisiana.

**St. Louis-San Francisco (Frisco) Railway** will open a new traffic office at El Paso, Texas, it was announced January 13th at St. Louis, Mo., by T. H. Banister, vice president, traffic.

The Frisco's office will be in room 406, Basset Tower, and will be opened as soon as remodeling is completed.

B. L. Morgan will be general agent in charge of the office, Banister said. Morgan, who started with the Frisco in 1917, has been traffic representative at Dallas, Texas, and worked in the El Paso territory.

On January 1, 1951, the Advertising Department of **Reynolds Metals Company** moved from 2000 S. Ninth St., Louisville, to the new General Sales office, located at 2500 S. Third St., Louisville 1, Ky.

Personnel involved in the move include David F. Beard, Director of Advertising; Ray Christensen, Manager, Industrial Advertising.

J. C. Bjorkholm, manager Consumer Advertising, moved from the Richmond office to the new General Sales office late in 1950. A. C. Kintner, manager, Parts Division Advertising, will remain at Parts Division headquarters, 2000 S. Ninth St., Louisville, Ky. G. W. Birdsall, manager, Technical Editorial Department, will remain at the new General Sales office, 2500 S. Third St.

Following a meeting of the Board of Directors of **Joseph T. Ryerson & Son, Inc.**, Chicago, Illinois, it was announced January 1, that Charles L. Hardy had been elected president, taking the place of Everett D. Graff who became chairman of the executive committee. Thomas Z. Hayward was elected vice president in charge of sales. Both Messrs. Hardy and Hayward were elected as directors and members of the executive committee.

The Ryerson company, founded in 1842, is the nation's largest steel warehouse organization with plants strategically placed in the principal cities throughout the country.

The opening of new branch offices at Denver, Colorado and at Houston, Texas was announced recently by Mr. Richard F. Straw, vice-president in charge of sales. The Howe Scale Company, Rutland, Vermont.

The Denver office is located at 2524 Walnut St. and is managed by Mr. Daniel O. Ferris. The Houston office is located at 2215 McKinney Ave., and is managed by Mr. Henry K. Leonard.

### GARY WELDED GRATING

Send for attractive paper-weight sample, which is yours for the asking. Catalogues upon request.

Square edge bars for safe footing.  
Hexagonal cross bars for neat appearance.

**Gary-Riveted Grating :: Gary Stair Treads**  
**STANDARD STEEL SPRING COMPANY**  
Open Steel Floor Grating Division  
2700 East Fifth Avenue, Gary, Indiana

### HILL-CHASE Sets the Pace in STEEL

J. H. ANDERSON  
ASHBORO, N. C.  
Ashboro 504

E. W. GAY  
RICHMOND, VA.  
Richmond 7-4875

**The HILL-CHASE  
Steel Company of Md.**  
4311 Erdman Ave., Baltimore 5, Md.  
Phone—Peabody 7300

### HC STEELS Complete Warehouse Stocks

- COLD ROLLED STRIPS AND COILS
- COLD AND HOT ROLLED SHEETS
- GALVANIZED SHEETS
- COLD FINISHED STEEL BARS
- HOT ROLLED BARS AND SHEETS
- TOOL STEEL
- SEAMLESS AND WELDED TUBING
- SPRING STEELS (TEMP. & ANN.)
- STAINLESS SHEETS, BARS, TUBES
- DRILL ROD
- ALUMINUM SHEETS
- BOILER TUBES



## J. E. SPEER LUMBER COMPANY

MANUFACTURERS OF  
**YELLOW PINE LUMBER**  
AND BAND SAWN HARDWOODS

*High Grade Mill Work*

**STAMPS, ARKANSAS**

## McKNIGHT VENEERS INC.

Plant:  
**WEST HELENA, ARKANSAS**

ROTARY CUT VENEER

SOUTHERN HARDWOOD

## COMMERCIAL WAREHOUSE CO.

COMPLETE BRANCH WAREHOUSE SERVICE  
FOR NATIONAL DISTRIBUTORS

Largest Ultra-Modern Warehouse in  
the Country. 90,000 square  
feet all on One Floor with  
Siding for 6 Freight Cars.

OPERATED MECHANICALLY THROUGHOUT

*In the Heart*  
*of the Wholesale District at*  
**LITTLE ROCK, ARKANSAS**



## HARDING COLLEGE

SEARCY • ARKANSAS

A unique, four-year Liberal Arts college which tries to live up to its obligations and responsibilities in a world confused by theories and "isms." Our emphasis is on development of Christian character, and on the training of the type of leadership to which the greatness of America may be entrusted.

**GEORGE S. BENSON**  
President

## CAIN CANNING COMPANY

SPRINGDALE • ARKANSAS

CANNED FRUITS and VEGETABLES

*"Mary LOU" brand*

## Dacus Lumber Company

MANUFACTURERS  
**SOUTHERN HARDWOODS**

LOCAL PHONES: 41, 42, 43  
MEMPHIS PHONE 5-1424  
**WEST MEMPHIS, ARK.**

## EUREKA

*Brick and Tile Company*

MANUFACTURERS OF  
CLAY BUILDING PRODUCTS

**CLARKSVILLE, ARKANSAS**

DO YOU NEED A LIGHTER, MORE ABSORBENT,  
MORE ECONOMICAL FABRIC?

CONSIDER

**VISKON**

REG. U.S. PAT. OFF.

WIDELY USED  
IN INDUSTRY & THE HOME  
FOR WET OR DRY APPLICATIONS.  
ALL-CELLULOSE, MADE OF TEXTILE FIBERS.

VISKON NONWOVEN FABRICS WERE DEVELOPED  
BY, AND ARE THE EXCLUSIVE PRODUCTS OF

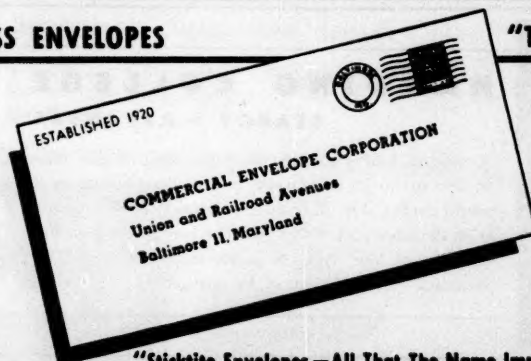
**THE VISKING CORPORATION**

Plant:  
**NORTH LITTLE ROCK  
ARKANSAS**

Sales Offices:  
**1154 MERCHANDISE MART  
CHICAGO 54, ILL.**

**BUSINESS ENVELOPES**

•  
GOOD  
ENVELOPES  
ARE JUST  
GOOD  
BUSINESS  
•



**"TAILOR MADE"**

- ANY SIZE
- ANY STYLE
- ANY GRADE
- COMMERCIAL
- OFFICIAL
- WINDOW
- POSTAGE SAVER
- CATALOG
- COIN
- BARONIAL

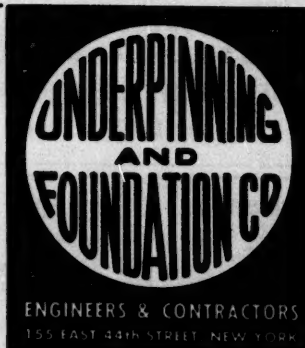
**"Sticktite Envelopes—All That The Name Implies"**

**FOUNDATIONS**

**PILES—CAISSONS  
UNDERPINNING  
SHAFTS—TUNNELS  
COFFERDAMS**

**No Job Too Large—None Too Small**

**41 YEARS  
EXPERIENCE**



**Driving Steel Pipe Piles**

**MANUFACTURERS RECORD FOR**

# RUBEROID RAPID ASPHALT PAINT

A LASTING  
PROTECTION  
FOR YOUR  
EQUIPMENT

Whenever wear, weather or chemical attack are dangers to electric or industrial equipment, use Ruberoid Rapid Asphalt Paint for economical, lasting protection. Highly resistant to most acid and alkali conditions, this asphalt paint is composed of quality grade bitumens.

Almost any surface can have Rapid Asphalt Paint protection. Metal, wood, masonry or fabroid—this tough waterproof paint adheres readily and permanently. Easily applied by brush or spray, it quickly dries to a lacquer-like hardness. Ruberoid Rapid Asphalt Paint is truly a "must" for your equipment!

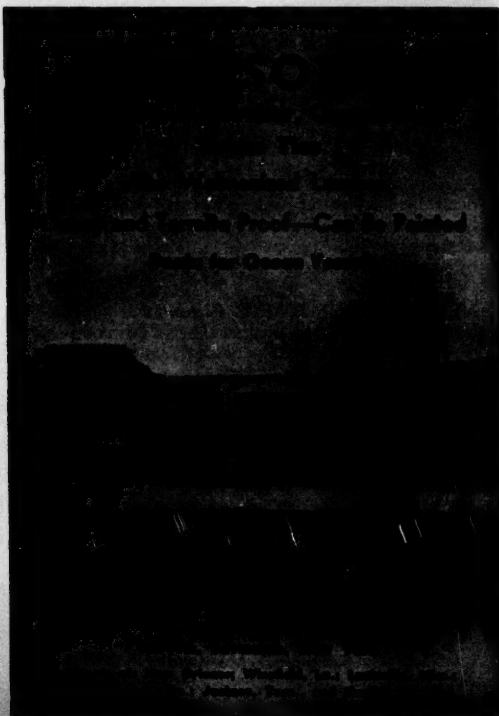
- High resistance to acid and alkali—protects against wear and exposure.
- Most resistant—stands temperatures up to 312° F.
- Highly penetrant — preserves wood.

- Excellent electrical insulation qualities.
- Prevents corrosion, rust, rot, and deterioration.
- Tasteless and odorless when dry.

**RUBEROID**

**RUBEROID**

EXECUTIVE OFFICES: 500 Fifth Avenue, New York 18, N. Y.



*We'll build it... you run it!*

## Use your money for Equipment and Operation



In Mississippi new industries may be saved the burden of initial capital outlays for sites and buildings, thus freeing their money for equipment and operation.

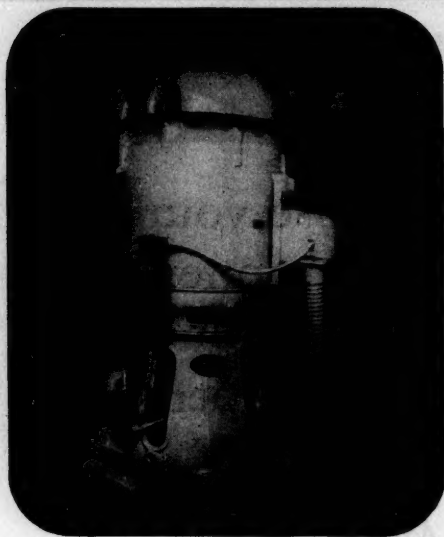
This is made possible under the state's exclusive BAWI plan, which authorizes political subdivisions to vote bonds for the purchase of plant sites and the erection of industrial buildings for desirable new industries. Many new industries, large and small, are taking advantage of this offer and are using their money to equip and operate successful manufacturing plants.

In addition to freeing needed capital for productive operation, such industries are finding that they are assured a more cooperative attitude in communities whose people are willing to support them with ballots for bonds.

You can also count on ready assistance with your problems from the Agricultural and Industrial Board, composed of non-paid business, government and professional men who are anxious to help you make your industrial venture a success in Mississippi. For more specific details on Mississippi's industrial growth, write for "Inside Mississippi."

For Specific Information As to How Mississippi's BAWI Plan Can Provide a Building and Plant Site for Your Industry...  
Call or Write

**MISSISSIPPI**  
AGRICULTURAL AND  INDUSTRIAL BOARD  
State Office Building Jackson, Mississippi



## Every Inch BUILT FOR DURABILITY

All Layne Well Water Systems are designed and built to give many years of durability,—and that durability extends into every part from motor base to well screen. Once installed according to Layne's own exclusive methods, these ground water supply systems have a record for giving extraordinary satisfaction over extremely long periods of time. This means that as an investment, Layne Well Water Systems always more than justify their cost.

Layne knows that without durability, all of their fine designing and high efficiency features would be lost. As the world's most widely experienced builder of ground water supply equipment, Layne knows what it takes to create durability.

Layne designs and builds complete well water systems, drills the wells and installs pumps to produce ground water for any purpose,—cities, factories, processing plants, etc. No charge is made for their study and recommendations.

For further information, catalogs, etc., address

**LAYNE & BOWLER, INC.**

General Offices Memphis 8, Tenn.

# Layne

## WELL WATER SYSTEMS

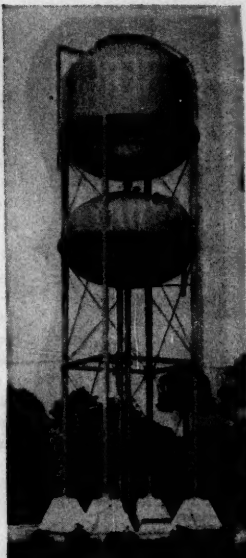
### VERTICAL *Turbine* PUMPS

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		HOTEL MOUNTAIN LAKE	Mountain Lake
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## New Plants

(Continued from page 20)

**MEMPHIS**—Buckman Laboratories, Inc., laboratory addition.

**MEMPHIS**—J. I. Case Implement Co., branch warehouse and office.

**MEMPHIS**—Cida Enterprise Co., office building.

**MEMPHIS**—Ford Motor Co., parts depot.

**MEMPHIS**—Gulf Refining Co., service station, Third & Crump Blvd.

**MEMPHIS**—Jordan Lumber Co., 2185 Lamar, addition.

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**MEMPHIS**—Shell Oil Co., plans new river-front terminal on Mississippi River.

**NASHVILLE**—Kroger Co., Nashville, warehouse and office building, \$650,000.

**NASHVILLE**—Tennessee Products & Chemical Corp., expansion program, \$605,561.

**NASHVILLE**—Terminal Transportation Co., service building.

### TEXAS

**TEXAS**—Kaiser Aluminum Co., proposes to construct a \$70,000,000 Gulf Coast plant; will probably be built in the Beaumont or Corpus Christi areas.

**AMARILLO**—Atomic Energy Commission surveying Pantex Ordnance plant for possible use.

**AMARILLO**—Star Machine & Foundry Co., one-story foundry building, \$70,000.

**AUSTIN**—Capital Chevrolet, Inc., 224 E. Fifth St., two-story auto sales and service building, \$147,000.

**BEAUMONT**—Beaumont Enterprise & Beaumont Journal, printing plant and addition and alterations to present building.

**CORPUS CHRISTI**—Sunshine Laundry, Inc., 1310 Leopard St., Sunshine Laundry Building, \$52,700 and Swantner building, \$53,750.

**DALLAS**—Ford Motor Co., expansion of assembly plant, Grand Ave.; plans call for a 2-story addition of 287,000 sq. ft. of floor space.

**DALLAS**—Pure Ice Co., 920 S. Harwood, one-story addition to warehouse.

**DALLAS**—Rutchik, one-story building, Taylor St., \$40,000.

**DALLAS**—Southwestern Bell Telephone Co., alterations & addition to telephone building, 819 Trinity St.

**DALLAS**—Texas & Pacific Railway Co., 2 warehouses.

**FORT WORTH**—Fort Worth Drug & Notion Co., one-story warehouse, 1601 S. Main.

**GRAHAM**—Southwestern Bell Telephone Co., alterations and repairs to telephone building.

**MECKFORD**—West Texas Rural Telephone Cooperative, has REA loan of \$40,000 for telephone system to provide adequate telephone service to all unserved rural establishments in its operating territory.

**HOUSTON**—Brown & Root, P. O. Box 3, two-story warehouse and office building, Calhoun Rd. & Gulf Freeway.

**HOUSTON**—Central Freight Lines, Inc., freight terminal building, 2000 block Fulton St., \$350,000.

**HOUSTON**—Childers Mfg. Co., constructing a new factory, \$150,000.

**HOUSTON**—Lester E. Chickering Co., 5001 Navigation Blvd., office and warehouse, \$39,800.

**HOUSTON**—Diamond Alkali Co., expansion of chlorine and caustic soda plant, \$2,000,000.

**HOUSTON**—Emasco Derrick & Equipment Co., two-story addition to office building.

**HOUSTON**—Charles W. Duncan, general repairs to plant building, 3704 Navigation Blvd., \$40,000.

**HOUSTON**—Federated Metals Division, American Smelting & Refining Co., 9000 Market St., Road, plans plant building.

**HOUSTON**—Lester Goodson Pontiac Co., sales and service building, Caroline Ave. at Dallas St.

**HOUSTON**—Gulf Coast Rent-A-Car Co., 2800 Main St., office building, 2800 S. Main St.

**HOUSTON**—Gulf Publishing Co., warehouse, \$80,000.

**HOUSTON**—H. C. House Estate, Union National Bank Bldg., one-story and mezzanine auto building, Kirby Drive & Quenby St.

**HOUSTON**—Krieger Motors, 1901 Millam St., two-story automobile building, Pease St.

**HOUSTON**—The Terminal Co., office building, 4701 Calhoun Rd., \$110,000.

**HUNTSVILLE**—Texas Co., service station, Ave. L & 14th St.

**LIVINGSTON**—Texas Co., service station, Washington Ave. & Sherman St.

**LOCKHART**—Lockhart Citizens, c/o M. W. Blake, Stripling Lumber Co., one-story building to be leased to Garments, Inc.

**MCKINNEY**—Texas Textile Mills, plans extensions and improvements, \$100,000.

**MEDINA**—Medina Rural Telephone Co., has REA loan of \$136,000 for 11 miles of new line and install one unattended dial-type central office.

**NEW BRAUNFELS**—Airmald Hosiery Mills, plans one-story addition.

**ODESSA**—Odessa American Newspaper Co., one-story building, corner 5th and Jackson Sts.

**ROBSTOWN**—Jennings Chevrolet Co., garage and sales building, \$105,782.

**SAN ANTONIO**—Fox Co., show room and sales building, Donaldson Ave.

**SAN ANTONIO**—R. E. Hildebrandt, filling station, northeast corner of Main & E. Park Aves., to be leased to Gulf Oil Corp.

**SAN ANTONIO**—San Antonio Portland Cement Co., addition and extension of roof of plant at Cementville, \$27,844.

**SAN ANTONIO**—Texas Co., 400 Probandt St., service station, 702 Roosevelt at Fairplay.

**SAN ANTONIO**—White Motor Co., 331 S. Flores St., service building, 902 Probandt.

**SHERMAN**—J. Lyman Davis, office building, \$69,602.

**WICHITA FALLS**—Southwestern Bell Telephone Co., telephone building.

### VIRGINIA

**LURAY**—Schwarzenbach-Huber Corp., plans addition to mill.

**RICHMOND**—Crane Company, office and warehouse, \$134,000.

**RICHMOND**—Ford Motor Co., new parts depot near Byrd Airport, \$100,000.

**RICHMOND**—Westinghouse Electric Corp., office, warehouse and repair plant, Westwood Ave. and Rosedale St.

**WAVERLY**—Prince George Electric Coop., garage and office building, \$65,000.

### WEST VIRGINIA

**NATRIUM**—Pittsburgh Plate Glass Co., Columbia Chemical Div., four-story plant.

**WEIRTON**—Signode Steel Strapping Co., plans expansion program, to include a new plant building.

**WHEELING**—Wheeling Steel Corp., expansion program, \$8,750,000.

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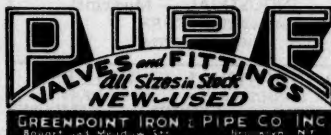
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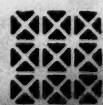
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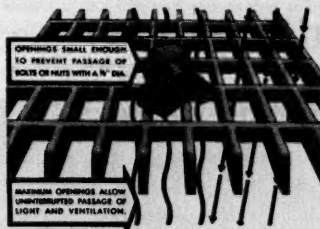
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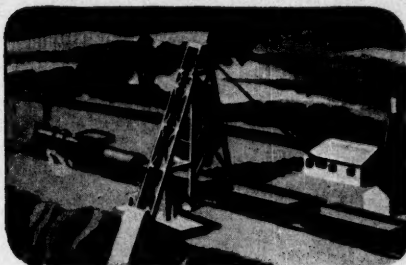
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## MAGNET COVE BARIUM CORPORATION

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